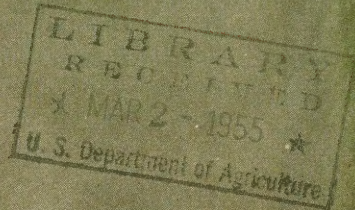


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OUR 1955 F.S.B.



Goulard & Olena, Inc. Skillman, (Somerset Co.) New Jersey.

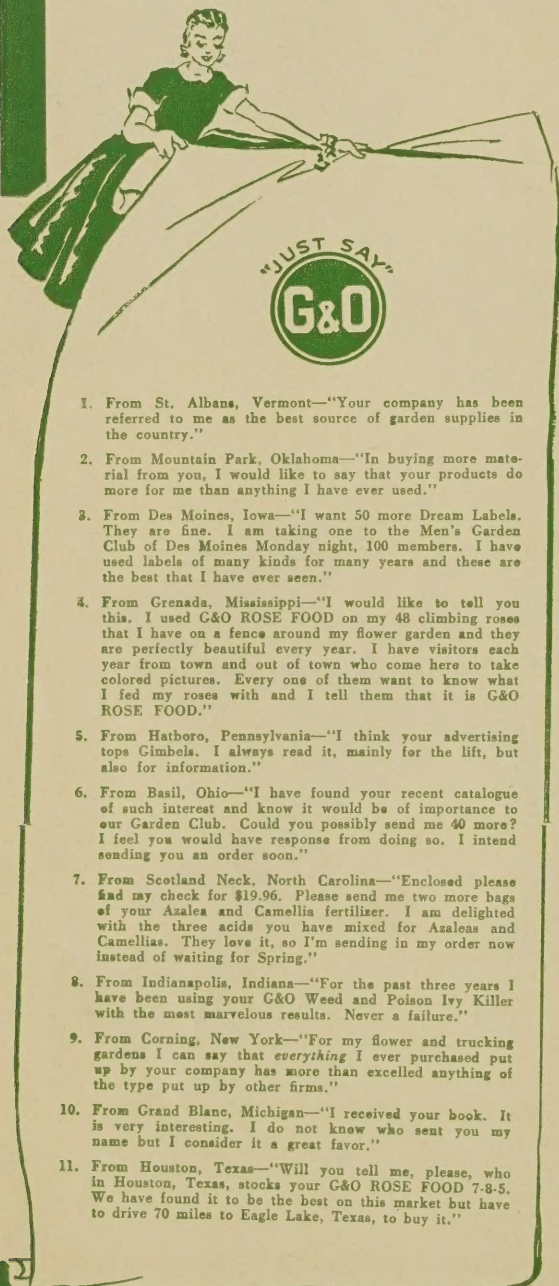


## *How else can character and a life's performance be measured.*

Certainly not in length or number of years, physical assets, etc., but only on the record of accomplishment in those years and that is WHY we and you should most certainly give credit to TESTIMONIALS that are wholly voluntary and certainly NEVER SOLICITED.

We are probably safe by a wide margin in the statement that we have NEVER EVEN MET and today DO NOT PERSONALLY KNOW ONE (1) PER CENT of all of our F.S.B. patrons from whom we have received thousands of letters, over the years, testifying as to the unusually better type of material we produce and the ethics we perform as well as preach and we propose to maintain that reputation.

AND THAT'S WHY we contend that the kind of TESTIMONIALS we get represent worthy substance for thought and study by every prospective buyer of any kind of material described herein.



1. From St. Albans, Vermont—"Your company has been referred to me as the best source of garden supplies in the country."
2. From Mountain Park, Oklahoma—"In buying more material from you, I would like to say that your products do more for me than anything I have ever used."
3. From Des Moines, Iowa—"I want 50 more Dream Labels. They are fine. I am taking one to the Men's Garden Club of Des Moines Monday night, 100 members. I have used labels of many kinds for many years and these are the best that I have ever seen."
4. From Grenada, Mississippi—"I would like to tell you this. I used G&O ROSE FOOD on my 48 climbing roses that I have on a fence around my flower garden and they are perfectly beautiful every year. I have visitors each year from town and out of town who come here to take colored pictures. Every one of them want to know what I fed my roses with and I tell them that it is G&O ROSE FOOD."
5. From Hathboro, Pennsylvania—"I think your advertising tops Gimbels. I always read it, mainly for the lift, but also for information."
6. From Basil, Ohio—"I have found your recent catalogue of such interest and know it would be of importance to our Garden Club. Could you possibly send me 40 more? I feel you would have response from doing so. I intend sending you an order soon."
7. From Scotland Neck, North Carolina—"Enclosed please find my check for \$19.96. Please send me two more bags of your Azalea and Camellia fertilizer. I am delighted with the three acids you have mixed for Azaleas and Camellias. They love it, so I'm sending in my order now instead of waiting for Spring."
8. From Indianapolis, Indiana—"For the past three years I have been using your G&O Weed and Poison Ivy Killer with the most marvelous results. Never a failure."
9. From Corning, New York—"For my flower and trucking gardens I can say that everything I ever purchased put up by your company has more than excelled anything of the type put up by other firms."
10. From Grand Blanc, Michigan—"I received your book. It is very interesting. I do not know who sent you my name but I consider it a great favor."
11. From Houston, Texas—"Will you tell me, please, who in Houston, Texas, stocks your G&O ROSE FOOD 7-8-5. We have found it to be the best on this market but have to drive 70 miles to Eagle Lake, Texas, to buy it."

**GOULARD & OLENA, INC.**



*Harold G. Olena*  
VICE-PRESIDENT & TREASURER

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## Dear Flower Show Patrons and Gardeners Everywhere

It hardly seems possible, does it, that another year has passed since our last F.S.B. (Flower Show Broadside) was mailed to you with our usual and "opening" garden message. Didn't the year seem to vanish quickly?

The writer has just completed a 7,000 mile trip covering ground between the Atlantic and Colorado and practically from Canada to Mexico visiting our carload distributors, and in almost every visit the remark would be made, "We've had our BEST year in sales of Horticultural and Agricultural products, BUT we can't recall a year that ever passed so quickly."

Weatherwise, we can record the 1954 year as a generally poor one, which discouraged a lot of Home Gardeners because here in the East we opened the planting season with more rain and sloppy wet conditions for a steady two months than would be required for three ordinary seasons. Then just the reverse with a drought of about the same length of time and finally back into another long wet spell. In other sections of the country it was the same story with the wet and dry periods sometimes in reverse and in fact our Southern and large Texan trade declared "After four successive dry years we can't see how we can take any more."

Despite this memory of the Gardening Year of 1954, heed the "Voice of Experience" (and our management has been in this one business for over 45 years) when we predict for the year of 1955 — THE BEST, THE BIGGEST and the MOST GENERALLY SATISFACTORY (TO JOBBERS, DEALERS AND CONSUMERS ALIKE) YEAR, that the whole "GARDENING WORLD" has ever known.

This is assured (1) with an additional minimum of five million NEW 1955 Suburban Homes. (2) Our own bookings of almost double the volume of our last year's business, at this time. (3) The expansion of retail store garden space now under contract. (4) Enormous concession GARDEN space leased in Shopping Centers and in the Super-Markets, etc.

It's the old, old story isn't it, viz: that annual prideful "do it or bust" spirit to surround your house with a better Lawn, specimen Shrubs and Trees, "None Such" Roses, Perennials, Annuals, Rhodo-Azaleas, Camellias, Holly, Vines, Bulbous Flowers and "Champ" Vegetables. Call it by any name but it's been this type of an "epidemic" that has taken the so-called GARDENING BUSINESS from a volume of about three hundred million dollars and within twelve years has raised that figure to almost two billion dollars in annual sales. We are not quoting FARM sales but just sales to the owner, whether with a shack or an estate.

Don't forget now — our latch string is out and it's welcome you'll be anytime. We have had visitors, going to and from New York and Philadelphia, from up in New England, out in Ohio, Illinois, Iowa, Minnesota, Wisconsin, Nebraska, and up from the Southern states, Florida and Texas. If coming via New Jersey Turnpike, "hop off" at Hightstown and in 45 minutes you're here.

Very truly yours,

**GOULD & OLENA, INC.**

*William E. Gould*  
President

P. S.



Prices in this issue have been CUT between 14% and 30%. Biggest in history of our business. Your real chance to "stock up."

### IMPORTANT AND GENUINE

Our F.S.B.'s always carry GIFT OFFERS. We consider these as a present to you without an extra charge. The nature of these Gifts, Presents, or whatever interpretation is applied to them, are explained on page 28.



OUR PRICES ARE LESS —  
YOU SAVE BECAUSE WE PREPAY  
SHIPPING CHARGES — SEE PAGE 31



Even from Cape Town, South Africa—"I specialize in growing prize American roses and only use your G&O ROSE FOOD with simply great success."

# ROSE FOOD

ORGANIC • NO-FILLER • LASTING

The only and original nationally recognized highest organic food for all varieties of Roses. Probably outsells all other Rose Foods combined and HERE IS THE EVIDENCE.

From Wayland, Michigan—"After viewing Mr. Warren Milham's Rose Garden of Comstock, Michigan. I felt he had the answer to rose culture and, it seems to be in the G&O rose fertilizer, so I am writing you to ask you to find enclosed bank draft for 10¢ at \$1.98 and oblige. I also wish to compliment you on the clearness of your Instructions—it makes the job of tending roses a pleasure."

In the case of ROSES, we've proven that certain organics can work wonders on "ready to pull out and throw away" bushes, even growing in poor soil. Proved it with acknowledged commercial growers who sampled 100-lb. bags and wound up buying carloads. That's the best proof we can think of, because you just don't spend over \$3,000.00 for a carload of anything unless you KNOW. If you'll just follow our advice with a trial on "anemic," or even apparently perfect looking plants you'll be astounded. The analysis is 7% of nitrogen, 8% of phosphoric acid and 5% of potash. We repeat again and again—it isn't the analysis but the KIND of raw material used to make that analysis. If that wasn't a demonstrated fact after all these years, then it follows that our custom made formulas would have no distinction and they are undeniably distinct on their record of vastly superior results. Select a few good-bearing hybrids and feed them in April and again the first week of September. Cut more and prettier blooms even up to December. The directions are on the package.

## HOW TO PLANT AND FEED A ROSE BUSH.

We are asked right along for our ideas of Planting and Feeding Roses, also Rhododendrons, Azaleas and other acid plants. The only sure way of knowing the value of such information is to "put it to work" for a few selected plants and determine results for yourself.

### ROSES (Already Planted)

- 1—Love a friable, dampish (not wet) soil. Work into the soil 3" deep two (2) cupfuls of finely powdered Tobacco Powder (page 7) all around the bush and 6" from it. Do this during April or May or when bud leaf first appears. Wet down.
- 2—During early May (regardless of when the Tobacco Powder is applied) apply one (1) cupful of G&O ROSE FOOD to a 2 year and older bush, 6" from stalk and all around the bush in a circular trench 3" deep. Place a thin layer of grass clippings on top on the Food in the trench and then twice fill trench with water and let it soak in before replacing earth in trench to ground level.
- 3—All during the Summer, work the lawn clippings into the Rose bed earth as deep as possible.
- 4—During early July—Repeat No. 1.
- 5—During early August—Repeat No. 2.

NOTE: If the above seems like too much work, just remember—it isn't. Roses need a lot of attention but they respond beautifully to that attention.

### PLANTING A NEW ROSE BUSH

Dig the hole wide enough to accommodate the longest root. Deep enough to bring the grafting bud to ground level. Put a few flat stones at the bottom of the hole and cover with 3" of grass clippings, straw or peat moss and then 2" of sifted earth. Sift the balance of the earth dug from hole and with this mix two (2) cupfuls of G&O ROSE FOOD and the same amount of fine Tobacco Powder. Fill the hole half way up. Use enough water at this point to almost make a mud of the earth in the hole. Finally complete the filling of the hole and wet down again, using half as much water this time.

### PREPAID PRICES

1 lb. Pkg.....@ \$ .59	10 lb. Pkg.....@ \$1.89	50 lb. Pkg.....@ \$6.98
5 lb. Pkg.....@ 1.19	25 lb. Pkg.....@ 3.98	80 lb. Pkg.....@ 9.98



The right amount of Dried Blood, Meat Tankage, Bone, Fish Scrap, Vegetable Meal, etc., Trace Elements, Neutro Phosphorous and a 30-day "starter" of Nitrogen to feed gradually so that the April feeding carries into August and the latter month dose to late November. All this means better and larger blooms, stock, foliage, color and even smell.



Always insist on the package with the big red rose pictured thereon and the No-Filler and Ingredient statements. Never accept a substitute.



From Metarie Club Gardens, New Orleans, Louisiana—"Our camellias and azaleas, roses and shrubs have grown so wonderfully well that there is considerable talk about the kind of fertilizer we use. I think you will receive a lot of orders from New Orleans soon, as I have never seen such new growth on camellias."

From Wilton, Connecticut—"I have had some difficulty getting your dahlia fertilizer which I have used for years, thereby getting enormous blooms. This year I would like to try it on peonies and put it on very early. Could you send me a 25-lb. bag?"

## RHODO · AZALEA · CAMELLIA

### AMERICA'S HIGHEST ACID FOOD



**FOR RHODO · AZALEA · HOLLY  
MT. LAUREL · CAMELLIA  
DOGWOOD · BLUEBERRY · ETC.**

**You can definitely make them bloom beyond  
fondest hopes with "HIGH ACID"**

The analysis is 3% of nitrogen, 20% of phosphoric acid (nearly twice as high as any existing formula today) and 3% of potash. These plants are "inebriates" for acid food. This formula is abundantly acid. Apply in April or May and again 3 weeks later. Four cupfuls (coffee cup size) to a plant 3 feet high. Proportionately more or less for varying heights. Chop it in 2 inches deep and soak down with water. That's all there is to it and you're due for a pleasant surprise. Just before the first frost give 'em another feeding—same amount—and see how they open up the next spring. Make a "show" plant out of the average plant. FLOWER SHOW PRIZES FOR SPECIMEN PLANTS FROM THIS FORMULA.

Try as little as 5 pounds. Apply in April, again in early June and again in September. Four cupfuls to a plant 3 feet high with a 3 to 5 foot spread. Work it in 2 inches and soak down with water.

A heavy acid soil is nearly the whole answer to satisfactory plants in this group.

Acidity is expressed in terms of pH. A 7 pH soil is considered neutral in reaction. Above 7 pH is alkaline and below is on the acid side. Some growers like a pH of 6.5 but try for around 5 pH and notice the amazing difference. That's where our 3-20-3 counts every time. Vs. so-called formulas with only half the actual elements required.

Try this, too—Save apple parings and tea leaves and we especially recommend TOBACCO POWDER (page 7) worked into the soil all around these plants for three good reasons: (1) The pH goes down; the acidity goes up. (2) The soil is made friable and "woody" (like forest soil). (3) Those white root maggots are controlled.

**1—DO THIS BEFORE END OF APRIL:** Prong up the already planted beds to a depth of 2" to 3" being careful not to tear surface roots too much. Now apply 5-10 lbs. of G&O Tobacco Powder (not coarse or flake tobacco) to 100 sq. ft. of soil. Soak with water.

**2—A MONTH LATER:** For plants about 3' high and the same size spread, broadcast by hand two glassfuls (tumbler size) of G&O 3-20-3 Acid Food evenly over earth from stalk or trunk, all around and out to the spread of the branches. Prong it in and flush with water. If any roots are exposed by reason of "wash" or erosion, cover up and level earth off.

**3—DURING AUGUST:** Repeat No. 2.

### PREPAID PRICES

2 lbs. ....@ \$ .79	(enough for 4 plants)
5 lbs. ....@ \$1.19	10 lbs. ....@ \$1.89
25 lbs. ....@ 3.98	50 lbs. ....@ 6.98
	80 lbs. ....@ 9.98

All packages have a heavy Polyethylene Liner so that Acid cannot affect the outside package with printed directions.

## BULB FOOD

### AMERICA'S ONLY 15% POTASH DISEASE RESISTANT FORMULA

**FOR DAHLIA · GLADIOLA  
LILY · HYACINTH · IRIS  
PEONIES · DAFFODILS  
TULIPS · NARCISSUS · ETC.**



Since Gardeners have learned that they can get this "26 unit," 15% Potash Formula for Bulbs (exclusively made by us) our tonnage output, all over the country has now multiplied about 30 times. Simply unbelievable.

The analysis is 5% of nitrogen, 6% of phosphoric acid and 15% of potash (nearly 3 times the potash content of any available "Do Everything" formula). How they love potash. So why deprive them of potash? Right today there are thousands of good professional and amateur growers of Dahlias and Glads who are "getting set" to take prizes at the Fall shows. Even to them we say give a few of your "hopefuls" a tablespoonful of this formula in Spring, July and again in the middle of August. The directions are on every package of each kind of food. You can't err.

The leading Dahlia growers demand at least 10% of Potash, so just compare that requirement with these "do everything" market grades of 4%—7% and 8% Potash—totally inadequate.

From Virginia—"I am enclosing money order for 50 lbs. of your BULB FOOD. The results of last year's first use of your BULB FOOD were marvelous."

A tablespoonful per plant of this Food in Spring, July and again in August has meant many a prize and all due to that excess Potash. Full directions on package.

From a "Champ" Long Island Grower—"Three years ago I made my initial purchase of your products. The amount of the order was \$10.00. Today's order amounts to \$81.50, an increase of 800%. There must be a reason. My 300 azaleas, rhododendrons and evergreens have become a showplace on Long Island. Thanks to your wonderful formulas. Needless to say that your products cannot be duplicated at your price anywhere."

### PREPAID PRICES

2 lbs. ....@ \$ .79	(doz. bulbs, 3 feedings)
5 lbs. ....@ \$1.19	25 lbs. ....@ \$3.98
10 lbs. ....@ 1.89	50 lbs. ....@ 6.98





From Shrewsbury, Massachusetts—"This is positively the best fertilizer I have ever used."

## EVERGREEN FOOD



**FOR EVERGREENS • TREES  
SHRUBS • ORNAMENTALS  
HEDGES • FRUIT TREES  
CLIMBING VINES**

### 9-7-4

There is a general tendency by all property owners to let these kind of Plantings "GO IT ALONE" once the Nurseryman or Landscaper has planted them. That's a pity because Ornamentals only ask for very little help and respond to it beautifully.

We have seen sick, spindly Yews marked for replacement get 4 or 5 feedings with our high Organic 9-7-4 and make thick, beautiful plants in less than three years.

Prove it—buy 5 or 10 lbs. and apply as package directions say. Also keep digging in Compost, Grass Clippings and TOBACCO POWDER.

The TRENCH system of feeding does better on Foundation plantings although in TREE FEEDING the POST HOLE system is more practical which is nothing more than making a series of rings (with holes) around the tree and to the extent of the lowest branch spread. The larger the tree the more holes required.

Our package directions tells how all this is done but to simplify it, suppose your tree is 15' high with a total bottom branch spread of 10', calling for 5 rings and a hole every 2' on this ring's circumference.

Instead of measuring the tree's trunk diameter just take, in this case, a cupful (coffee cup size) of this FOOD for EACH HOLE, fill holes with water three times around and then earth to fill those holes. Do this in early Spring and late Autumn each year.

**PLANTING** — Make the hole plenty wide enough with straight side walls and flat bottom. Set aside the first 8" of top soil and mix with Tobacco Powder and some Peat Moss for holding moisture.

Lay a stick across the hole at ground level and then drop your plant in the hole and 3" below the top roots. See further feeding directions on our packages.

#### PREPAID PRICES

5 lbs. ....@	\$1.19	10 lbs. ....@	\$1.89
25 lbs. ....@	3.98	80 lbs. ....@	9.98
50 lbs. ....@	6.98		

From Ohio—"Have used your ROSE DUST-SPRAY with great success on my roses and other plants for a number of years."

## ROSE Insecticide - Fungicide DUST OR SPRAY

**FOR A MILLION DOLLARS YOU  
COULDN'T BUY BETTER  
ROSE PROTECTION.**

**EVER SEE ONE  
PRODUCT DO SO MUCH?**

**WE GUARANTEE CONTROL OR  
MONEY UNCONDITIONALLY  
REFUNDED.**



#### CONTROLS

#### PESTS

APHIDS  
SAWFLY  
FLEA BEETLE  
TENT CATERPILLAR  
PHLOX BUG  
MILDEW  
BLIGHT  
RED SPIDERS  
ROSE CHAFER  
"JAP" BEETLE  
FALL WEBWORM  
TARNISHED BUG  
BLACK SPOT  
ANTHRACNOSE  
ROSE SLUGS  
WHITE FLY  
BLISTER BEETLE  
GLADIOLUS THRIP  
CABBAGE LOOPERS  
LEAF SPOTS  
RUST  
ETC., ETC.

#### PLANTS

ROSES  
"MUMS"  
VIOLETS  
ZINNIAS  
TULIPS  
PETUNIAS  
COSMOS  
"GLADS"  
PANSIES  
PEONIES  
GERANIUMS  
HOLLYHOCKS  
ASTERS  
PEAS  
PHLOX  
DAHLIAS  
MARIGOLDS  
NASTURTIUMS  
ETC., ETC.

ON

SEE LABEL DIRECTIONS

#### WORLD'S BEST ANALYSIS FOR ROSES

ACTIVE INGREDIENTS	
Dichloro diphenyl trichloroethane, DDT .....	5.00%
Ferbam (Ferric dimethyl dithiocarbamate) ..	7.00%
Rotenone .....	0.75%
Other Cube Resins .....	1.50%
Gamma Isomer of Benzene Hexachloride	
(From Lindane) .....	0.50%
Sulphur .....	20.00%
INERT INGREDIENTS .....	65.25%
	100.00%

#### FUNGICIDE DIRECTIONS

POWDERY MILDEW, LEAF SPOTS, RUST, BLIGHT, BLACK SPOT, ANTHRACNOSE attack Roses, Chrysanthemums, Asters, Cosmos, Phlox, Snapdragons and many other plants. Begin dusting or spraying as soon as the first leaves are out, or as soon as disease is detected, and repeat once a week, or more often in wet weather, throughout the season. Keep new growth covered. A light application, frequently applied, is preferable. For powdery Mildew on Dahlias, begin treatment the latter part of August and repeat at weekly intervals.

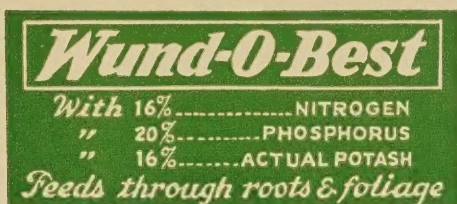
#### PREPAID PRICES

1 lb. Dusting Top Canister .....	@ \$1.29
5 lb. Pkg. ....	@ 4.29
10 lb. Pkg. ....	@ 7.79

SPECIAL PRICES ON LARGER SIZES

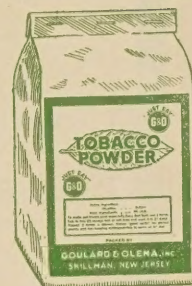


From Philadelphia, Pennsylvania — "I played a trick on the 'little woman' — her geraniums looked so poor last Spring that she wondered whether to put them out or not. In her absence I fed them with WUND-O-BEST. Now she wonders how the geraniums came around this year so wonderfully. The other day, a neighbor remarked to the Mrs., 'How gorgeous her geraniums are,' to which she replied, 'Since my husband keeps his hands off my geraniums, they are doing wonderful.' Many thanks for the 5 oz. of WUND-O-BEST. I have since ordered 10 lbs. from you. Also thanks for the ROSE FOOD."



**AGAIN!  
CUT  
PRICES**

**TOBACCO  
POWDER**



**A Measuring Spoon in  
Every Package and  
Full Directions**

is a light yellow colored CRYSTAL-LINE product about the consistency of epsom salts. It contains a higher analysis of 16% Nitrogen, 20% Phosphorus and 16% Potash.

It dissolves in water (without leaving a trace of sediment) as fast as salt and even faster. Perfectly balanced and above all it is sanely priced and in fact 5 POUNDS sells for even LESS than 3 POUNDS of most competitive products having an analysis of about 1/3 less than WUND-O-BEST.

The popularity of TOBACCO POWDER is established wherever and whenever any gardener uses it. Not so much for its plant food value of 2% Nitrogen and also Phosphorus and Potash, valuable as they are, but it "DOES SOMETHING" to good or poor soil and especially the latter, that Peat Moss, Compost, etc., fail to do. It "FLUFFS" up any soil. It repels root maggots and wire worms. Holds water longer.

When planting a shrub about 2' high and 2' wide, mix at least a 5 lb. bag of Tobacco Powder with the subsoil (below topsoil). Do the same for CAMELLIAS, RHODOS, and Acid plants.

Get "Tobaccowise" in 1955. You'll like the results.

**WUND-O-BEST Consists of**

**16% Nitrogen • 20% Phosphorus • 16% Potash**

### NEW STYLE OF PACKAGING

In addition to our TIN packing we are now putting a POLYETHYLENE liner bag in the can. Thus the contents can be stored imperviously dry for years AND note — We've done this without adding a penny to the selling price. WARNING — DON'T buy these kind of products UNLESS the outside package (and tin is best and far more expensive) has a heavy gauge POLYETHYLENE INSIDE BAG or YOU'LL BE SORRY AND WISER.

- (1) Goes to work within a half hour in feeding Nitrogen, Phosphorus and Potash to foliage and roots and within two hours of complete SOIL feeding to:

Roses	Hedges	Berries	Perennials	Evergreens
Fruits	Annuals	All Flowers	Lawn Turf	Rhododendrons
Vegetables	Shrubs	Azaleas	House Plants	ETC. — ETC.

- (2) Safe. Cannot burn when used as directed.

- (3) Non-poisonous, odorless, harmless to skin and clothes.

- (4) Low Cost: Dissolve a heaping tablespoonful in a gallon of water and then use a sprayer, hose feeder or better still, a regular garden sprinkling can as an applicator.

It only takes one pound of WUND-O-BEST to about 33 gallons of water (weighing about 275 lbs.) to cover nearly 1500 square feet of lawn area. That's economy — plus.

A teaspoonful of WUND-O-BEST to a quart of water for indoor plants is an old stand-by.

### PREPAID PRICES

1 lb. ....@ \$ .49	10 lbs. ....@ \$1.79
5 lbs. ....@ 1.09	25 lbs. ....@ 3.69
50 lbs. ....@ \$6.39	

## SHEEP & GUANO MANURE

Note the new branding of our old brand of SHEEP MANURE. There never has been, in our opinion Pure Sheep Manure, as such. In fact, it has always contained about 95% of straw. The collecting pens may have a mixture of Bird, Turkey, Steer and even Horse Manure on alternate days. Our analysis is in excess of many other branded Sheep Manures but why represent it as Straight Sheep when such isn't even available commercially.

Our fluffy Sheep and Guano Manure mixed one (1) part to twelve (12) parts of top soil makes a nice friable potting soil.

### PREPAID PRICES

2 lbs. ....@ \$ .59	10 lbs. ....@ \$1.49
5 lbs. ....@ .89	25 lbs. ....@ 3.29
40 lbs. ....@ \$4.69	

### MIXING WITH INSECTICIDES — FUNGICIDES

To every gallon of diluted and ready to use liquid BUG and BLIGHT sprays, add one (1) level tablespoonful of WUND-O-BEST. A good suggestion here is to first dissolve the WUND-O-BEST in a glassful of water and then combine with diluted insecticide. This combination is good practice for results and labor-saving.

### PREPAID PRICES

1 lb. Package ....@ \$1.19	
5 lb. Package ....@ \$2.98	25 lb. Package ..@ \$ 9.89
10 lb. Package ....@ 4.69	50 lb. Package ..@ 18.89



From Clayton, Missouri — "I am again using your TOMATO FOOD on my tomatoes this year and they look just fine. I am much encouraged as I feel I have found the real thing."

**BONE FLOUR  
BLOOD  
FISH**

**Special TOMATO  
3-12-13 FOOD**

**Organics with  
Phosphorous 12%  
Potash 13%**

**"HIGH PHOSPHOROUS AND POTASH"**

## The Universal Garden Favorite

Too bad we don't have a FULL page for this product because it has more of a SUCCESS story than you would imagine there could be in SPECIALIZATION growing. You may think now that you're a tomato growing expert but you've something to still learn by taking the "HIGH PHOSPHOROUS AND POTASH" route.

**DID YOU KNOW?** That tomatoes are grown in EVERY county of the U. S. and that California is the biggest producer, with over 125 thousand acres, then Texas with over 80 thousand, Indiana third with over 60 thousand, Maryland and New Jersey almost tie for fourth place with 50 thousand. There's hardly a state in the Union with less than 10 thousand acres.

From Trumbull, Connecticut—"You may be pleased to hear that I used your TOMATO FERTILIZER last year for the first time and 'copped' a second and third prize Ribbon in the annual men's Garden Club contest in Bridgeport."

This popularity started our search for the BEST food. It's a long story, but each test proved that the tomato is a ravenous "eater" of PHOSPHOROUS AND POTASH, with contentment at 12% and 13%, respectively. We balanced off the Nitrogen with a combination of quick-acting and a "10 week feeding" Organic. That formula has so amazed "top" growers as well as every amateur that we hope you will not lay aside this F.S.B. without TRYING a formula that will permit you to set out one-third or one-half of the usual number of plants and still wind up with as many or more of bigger and cleaner skin solid fruit.

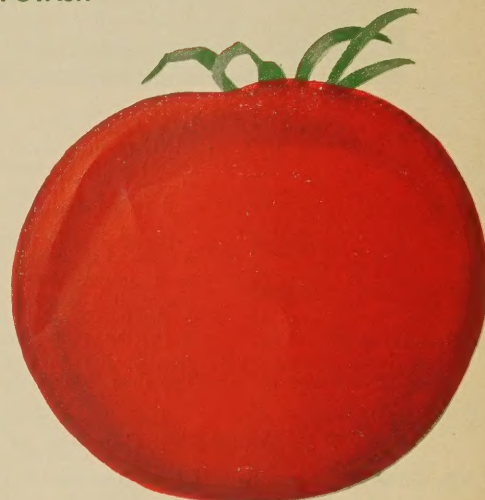
Note that we are even packing a two (2) lb. size for the real small gardener with 4-6 plants for 3 feedings. A "revelation" formula like this should be available to all. Full

directions on every pkg. Never deteriorates or unduly cakes.

When stems are slender, fibrous, and hard, purple color is present, roots stunted and fruit sets late, it could be due to a shortage of Phosphorous.

If plants grow slowly, leaves get crinkly, color is grayish or yellowish and fruit ripens unevenly, look for a deficiency in Potash.

It doesn't make any difference what kind or how much fertilizer you have already bought and used in setting out your tomato plants. What those plants need during July is a small handful of this 3-12-13 Tomato Food in a 2" deep furrow around the stalk and 4" from it and a big drink of water. Another same dose the middle of August is still better. Full directions on package.



### PREPAID PRICES

2 lbs. (4-6 plants, 3 feedings).....@	\$ .69	25 lbs. ....@	\$3.98
5 lbs. (10-16 plants, 3 feedings).....@	1.19	50 lbs. ....@	6.98
10 lbs. ....@	1.89	80 lbs. ....@	9.98

**TOMATO-POTATO  
Insecticide - Fungicide  
DUST or SPRAY**

### SEASON'S PROTECTION, PER PLANT, LESS THAN 1½ CENTS

There are certain times during the growing season when the right kind of a dust or spray is necessary to use on tomatoes, potatoes, cucumbers, squash, pumpkins, melons, etc., so that quick and almost spectacular results are obtainable. It doesn't take long for Mildew, Blight, and similar fungus diseases to "take hold" on these kind of vegetables and particularly tomatoes and potatoes. The purpose of a good Tomato Dust is to immediately control the flea beetle, tomato horn worm, fruit worm, potato bug, cucumber beetle, melon worm, etc., because a slow acting insecticide permits greater damage to be done and then all kind of plants are in such

weak conditions as to make fungus attack like Mildew and Blight just that much worse and harder to control. With our kind of dust it means that when you go after the bugs, you are also making the right application of Metallic Copper and for that reason our Tomato Dust contains 10% to 15% more Copper. You should dust or spray for Blight and other fungus troubles affecting tomatoes seven times.

As in the case of Rose Dust we pack our Tomato Dust in the 1 lb. perforated top canister and then also in the 5 lb. package for the gardener who has from 50 to 60 plants.

1 lb. Canister (enough for  
10 plants—4 times) @ \$ .89

### PREPAID PRICES

5 lb. Pkg. ....@	\$2.59	10 lb. Pkg. ....@	\$ 4.69
		25 lb. Pkg. ....@	10.49



From Nashville, Tennessee—"For general all-season fertilizing we use G&O PRIZEGRO, a fish-blood-potash and boron fertilizer. Use it with humus. In its final stages of decay it produces excellent results. The nitrogen is in several forms and is released after different periods of time. This gets away from repeated feedings of other fertilizers."



The "OLD GUARD" of  
**5000**  
will be "tickled" to  
see this unmatched  
offer again and at  
still lower prices.



**5-10-5**  
WITH →  
**NO-FILLER**

YOU GET THIS 100 LBS. OF "PRIZEGRO"



**"Tops" All Organic Base Plant Food Offers for Over-All and General Utility Lawn—Flower—Shrub—Fruit—Berry and Vegetable Use.**

ALWAYS — the BEST and BIGGEST MONEY SAVER ON PLANT FOOD and FREE BONE MEAL — offered in America. Thousands and thousands thumb through our catalog (it's only offered ONCE A YEAR) to find and buy it. CAUTION, order early or you could be disappointed this year.

From Newton, New Jersey—"I think you should know that the PRIZEGRO fertilizer I receive from you has the neighbors talking. Have been passing out surplus lettuce heads, raspberries, etc., which they declare are the largest and finest flavored that they ever saw and tasted."

Spending your OWN money should make this information VITAL.

A 5-10-5 Fertilizer can be made with 300 to 1100 lbs. of filler (sand or anything as worthless for Plant Food) in a ton, and qualify under the law BUT our NO-FILLER HIGH ORGANIC PRIZEGRO cannot stand adulteration because there is no room left in which to add a filler. Why spend \$80.00 for a ton of 5-10-5 and get \$44.00 worth of sand?

Our formula feeds progressively in wet or dry periods. Begins working at once and then as plant needs more food, the organics release a further supply for 6-8 months. One or two feedings a season and that's all. See directions on package.

NO EXCESS "WASH AWAY" SALTS COLORED WITH SOME KIND OF A DYE TO SIMULATE THE PRESENCE OF ORGANICS. ONCE USED, YOU'LL BE A CONFIRMED ANNUAL BUYER OF THIS SPECIAL F.S.B. DEAL.

TRY THIS — When Tomato Plants are set out apply one (1) heaping tablespoon of PRIZEGRO and one month later apply two big tablespoonfuls of the Bone Meal. Try this combination dosage right alongside of any other kind or kinds of Fertilizer you have used before. THAT'S YOUR ANSWER. AMAZING.

**Why \$100.00 Per Ton Boron Is So Valuable**

It is recognized today as an essential Plant Food. Furthermore many soil diseases, especially present in acid soils, are due to Boron deficiency. THEREFORE why not aid in the correction of such a condition AS THE PLANTS ARE FED WITH FERTILIZER.

100 LBS. FEEDS A GARDEN (50 x 100) 5,000 Sq. Ft.  
100 LBS. FEEDS A LAWN (56 x 100) 5,600 Sq. Ft.  
ONE (1) Teaspoonful to mature strawberry plants doubles yield.

½ Cupful to Shrub 2' high x 2' wide is astounding into second year after application.

Being HIGH ORGANIC — one feeding equals to 3 of many formulas.

Our patrons naturally like to get \$3.00 to \$4.00 worth of Bone Meal for NOTHING. Who wouldn't? But that is second to the PRIZEGRO which can be used on any plant that grows with "Top" results.

2nd WARNING — We have made so many EXPRESS and FREIGHT shipments of this DEAL in ONE day that carriers have not moved ALL OF THEM from their platforms in 2½ days — SO ORDER EARLY.

**VERY, VERY IMPORTANT**

Obviously, we do not offer any of our GIFTS mentioned on page 28 with this DEAL.  
The BONE MEAL is the one and ONLY GIFT in itself.

THAT WE SELL  
FOR \$9.75  
F.O.B. Skillman  
**PLUS**



THAT WE SELL  
FOR \$2.85  
F.O.B. Skillman

\$9.75 Prizegro	<b>X</b>
\$2.85 Bone	
\$4.75 shipping cost with latest 10% increase.	
<b>\$17.35</b>	

**TERMS OF THIS PRIZEGRO and 'BONUS' BONE 'DEAL'**

Prices given in this F.S.B. (that means every product) INCLUDE DELIVERY AND SHIPPING EXPENSE TO DESTINATION up to and including points EAST of the MISSISSIPPI RIVER on ALL SIZES EXCEPT the 100 lb. and larger sizes and on such sizes we LIMIT THE FREE DELIVERY TO POINTS WITHIN 500 MILES OF NEW YORK CITY AND PHILADELPHIA. (Our plant is just midway between these cities.) Example — 100 lbs. PRIZEGRO and 25 lbs. of BONE MEAL (total of 125 lbs.) is prepaid up to 500 mile distant points. Two separate packages inside of shipping case or hamper.

If you live beyond this generous mileage limit ask us for extra shipping charge which cannot be too much in any case.

**BOTH**  
→ **\$10.98**  
**FOR**

**PREPAID PRICES**

100 lbs. with 25 lbs. "No Cost" Bone Meal.....@	\$10.89
50 lbs. with 15 lbs. "No Cost" Bone Meal.....@	6.89
25 lbs. with 10 lbs. "No Cost" Bone Meal.....@	4.59
10 lbs. with 5 lbs. "No Cost" Bone Meal.....@	2.29
5 lbs. with 2 lbs. "No Cost" Bone Meal.....@	1.49
Note: Two (2) lbs. Bone Meal will feed 36 bulbs.	



From Forest Hills, New York—"What wonderful results we have had from the use of GOULARD'S FORMULA 7½-15-5. Our lawn was the most weed-begone weed and crabgrass infested piece of land I most ever saw. We worked hard, got rid of the weeds and crabgrass and then applied the FORMULA last fall and what a change. Our neighbors who had beautiful lawns all summer came asking—'what had happened' for by fall their lawns looked sick while ours came forth in deep rich healthy green. We just thanked God and sang your praises—and we've had a song in our hearts ever since for we have followed through the feedings you suggested and few weeds and practically no crabgrass this whole summer. The enclosed order asks for more GOULARD'S FORMULA for we just won't be without it."

## GOULARD'S FORMULA

7½-15-5

*Only for those who want  
the very finest, permanent  
lawns—in good or bad weather*  
**NO FILLER & 100% ORGANIC**

### EQUALLY GOOD FOR SPRING OR FOR FALL USE ON NEW, OLD OR RESEEDING JOBS

Have you ever been offered a chance to buy a LAWN FOOD having 7½% Nitrogen, 15% Phosphorus and 5% of Potash with 100% of the Nitrogen derived from ORGANIC MATERIALS, viz., DRIED GROUND BLOOD, MEAT TANKAGE, GROUND FISH SCRAP, BONE MEAL and COTTONSEED MEAL?

Whether it's a new lawn or a renovation job insist on GOULARD'S 7½-15-5 All Organic Formula.

Read your experiment station reports about the chronically low phosphorous content of almost all soil and especially eastern. We consider even 10% too low for Fall feeding and so will you, after using 15% which you probably have never even been able to buy in branded mixed fertilizers.

The 7½% of ORGANIC MATERIAL (none of which has less than a cost range of about \$100.00 to \$150.00 per ton) in GOULARD'S FORMULA FEEDS WITHIN 10 DAYS AND CONTINUES FOR A FULL YEAR. That's what all Turf Experts have been demanding for years.

HOW USED—GOULARD'S (100% Organic Nitrogen in BLOOD, FISH, MEAT, BONE and COTTONSEED MEAL) FORMULA is in a free flowing semi-powdered mechanical condition to apply September-October with spreader or broadcast by hand at the rate of 1½ lbs. to 100 square feet of new lawn, either 3 or 4 days before or after the new seed is planted or the seed and GOULARD'S FORMULA can be applied at the SAME time with NO HARM to seed germination.

About the middle of March, apply another POUND to the same 100 sq. ft. Note the color you get in late May—lasting throughout dry summers.

OLD LAWNS—Apply one (1) pound of GOULARD'S FORMULA to 100 sq. ft. during September and in late November repeat the same application and then next May the same dose.

No. of Lbs. In a Ton	Material	Nitrogen	Phosphorus	Potash
(1) 100	UREA			
(2) 300	Dried Ground Blood			
(3) 200	Nitrogenous Meat Tankage			
(4) 200	Dried Ground Fish Scrap			
(5) 200	Cotton Seed Meal			
(6) 100	Castor Pomace			
(7) 100	Pure Raw Bone Meal			
600	Triple Superphosphate			
165	Muriate Potash			
35	Trace elements of Boron, Zinc, Molybdenum, Iron, Magnesium, Sulphate and Manganese			
2000	Pounds of plant food, per ton	7.55	15.7	5.2
	Pounds of plant food, per cwt.			

Note—(1) Not one pound of FILLER.

(2) All the Nitrogen from organics of the 7 highest type of raw materials the market affords.

(3) All nitrogen materials in regular order of solubility from No. 1 to 7 (inc.) feeding from 10 to 500 days, progressively, based on normal weather conditions.

### PREPAID PRICES

Please remit with your order since we cannot handle C.O.D.'s

15 lbs. ....@	3.48	50 lbs. ....@	\$9.63
25 lbs. ....@	5.39	80 lbs. ....@	\$12.89



**GO-WEED & TURF FOOD**  
*Kills the Weeds  
Feeds the Lawn*  
**ALL IN ONE APPLICATION**

**"Away With"  
DANDELIONS**

The "Easy Way" and "less work for everybody" in having a nice lawn minus weeds, is the popular objective today. 2,4-D (Dichlorophenoxyacetic acid) is a real and safe control of some lawn weeds so why not just combine 2,4-D with a real organic base Fertilizer having 6% of Nitrogen (don't feed too much Nitrogen at Weed Control time or a "lush and fade out" condition will develop), 10% Phosphorus and 4% Potash? Two jobs done in one application.

Detail instructions on every package for buyer's guidance.

One dose of 15 lbs. of GO-WEED and TURF FOOD per 1000 square ft. of lawn area (with a regular lawn spreader) applied in early May and followed up in two weeks with another 10 lbs. over the same area killed off the dandelions and a lot of other unsightly weeds so effectively that only with a search could a few individual weed plants be found and the result without danger to other plants, flowers and shrubs. To have done a hand-picking job on a 1000 square feet of this lawn would have taken two days.

### PRICES

10 lbs. ....@	\$1.98	25 lbs. ....@	\$4.29
50 lbs. ....@	7.69	80 lbs. ....@	10.29

## COMPOSTER FOR RICH EARTH

Leaves, grass clippings, pulled weeds, clean and greaseless garbage free of big and hard lumps, and a lot of other waste plants in a garden contain the kind of organics that are absolutely necessary for good growth and for building up a permanently good soil but all of these cannot be used until they are converted into a rich, loamy condition and it is really easy to do this.

To each bushel of such compost should be added 1 lb. of our mixture containing such "break-down" chemicals as Sulphate of Ammonia, Superphosphate, Muriate of Potash, Ground Limestone and Tobacco Dust.

Full label directions.

We realize the difficulty, if not the impossibility, of the average home gardener buying small enough quantities of each of these ingredients except at "drug store" prices and even then, we think it might even be impossible to obtain them.

### PREPAID PRICES

5 lbs. ....@	\$1.29	25 lbs. ....@	\$3.89
10 lbs. ....@	1.98	50 lbs. ....@	6.98



From Baltimore, Maryland—"As a user of your 10-6-4 HYGANIC during the past years, it has produced splendid results. I have been asked by a number of my friends how they could obtain the same results."

## 1/2 BLOOD TANKAGE & 1/2 BONE MEAL

Here's another 100% Organic Mixture

Wonderful results, where Nitrogen is the missing element, is realized from this rare mixture and especially where Phosphorus and Potash might be present but the turf is low in Nitrogen.

All grasses are prolific "eaters" of Nitrogen so why not supply the best forms of Nitrogenous organic materials?

**NOW HERE'S YOUR SPRING AND SEPTEMBER CHANCE TO PROVE WHAT A 100% ORGANIC NITROGEN WILL DO FOR A LAWN** (old or new).

We mix equal parts (50-50) of BLOOD TANKAGE (over 8% nitrogen) with GROUND BONE (about 2 1/2% nitrogen). When mixed, the analysis is better than 5 1/4% of nitrogen and 6% of phosphoric acid.

**THE RESULT** — Very little nitrogen is released before frost. Everything "sleeps" then until late March, without the usual inorganic winter's "wash out" leaving little or nothing to feed the grass next spring. Contrariwise, BLOOD TANKAGE—BONE (Remember, it's all pure without an ounce of filler) wakes up in April and goes to work all of May, June, July and August.

We recommend 2 lbs. application to 100 sq. ft. of Lawn Area applied at seeding time or a few days before.

Therefore—(and if you have any doubts about the great superiority of ORGANICS) you only have to treat about 300 sq. ft. at a cost of about \$1.25. We believe a trial this September will result in your becoming an Organic "TURFER."

### PREPAID PRICES with your remittance

10 lbs.....@ \$2.29      25 lbs.....@ \$4.69      50 lbs.....@ \$8.59  
(Enough for 500 sq. ft.)      (Enough for 1250 sq. ft.)      (Enough for 2500 sq. ft.)



**Hopewell Valley  
GOOD EARTH**

**FOR INDOOR — OUTDOOR  
POTTED PLANTS**

CONTAINS HUMUS, GROUND PHOSPHATE ROCK, ACTIVATED COW MANURE, VERMICULITE, IMPORTANT TRACE ELEMENTS, ETC. IT IS RICH, BLACK, ODORLESS AND CLEAN. IT IS NEUTRAL. NOTHING COMPARABLE AND HOW AFRICAN VIOLETS LOVE IT.

From Eufaula, Alabama—"Hopewell Valley Good Earth is indeed fine to mix with top soil for starting seeds and rooting cuttings."

**SEEDS WILL GERMINATE IN IT** without mixing with other earth. The only object in such mixing is to reduce cost, proof enough this must be better and different. **PACKED IN POLYETHYLENE BAGS.**

Using a newspaper spread open on the floor or table, mix thereon one (1) cupful of this ORGANIC GOOD EARTH with 3 to 5 cupfuls of screened topsoil. Since this mixture is of clean, earthy ingredients, just use your hands to get an even mix and then spread the mixture out and sprinkle it with a little water to dampen it off before potting and "setting" plants or seed. No excess moisture needed. Feeds for a year.

**THIS BULKY ORGANIC VEGETABLE AND ANIMAL SOIL RETAINS MOISTURE LONGER AND PREVENTS SOIL CAKING IN POTS, WINDOW BOXES, GREENHOUSE BENCHES, ETC.**

**DO NOT** confuse this product with those marketed packages of ORDINARY TOP SOILS that look like your own garden soils.

### PREPAID PRICES

5 lb. Polyethylene Pkg. ....@ \$ .98  
(Enough for 6-10 pots, depending on size)  
10 lb. Polyethylene Pkg. ....@ 1.79  
25 lb. Polyethylene Pkg. ....@ 3.39

**LAWNS  
TURF  
10 - 6 - 4**

**HYGANIC**

**FOR SUPERFINE LAWNS &  
SPECIMEN TREES—ORNAMENTALS**



This has, for 20 years, been a standard ORGANIC food for specimen trees as well as prize turf.

Greenkeepers, Park and Private Estate Superintendents, Landscapers, etc., have branded HYGANIC as a "pedigreed" product. With only "word of mouth" praise our tonnage output has been consistently higher every year. "Buy a bag and see" for yourself. That way is better than "tons" of talk.

In general, good grass or lawn turf needs a lot more Nitrogen than is required for Flowers, Vegetables, etc. You can say the same thing when it comes to feeding TREES. Then again LAWNS and TREES don't need nearly as much phosphorus and potash as these other plants. Just the right amount of phosphorus for a rich, deep color and potash to resist root disease.

Here again is where the KIND of ORGANIC NITROGEN is what counts and gives a real result, even on poor soils. Quick acting Nitrogen accomplishes about one thing — a spectacular showing within 30 days and a "wash-out" after that.

This special HYGANIC formula is bought and used annually in carload and truckload lots (15 tons) by the Golf Greenkeepers and Tree Experts. These professionals are not visionary or theoretical but are hard working, down to earth folks who can look at a section of grass or a tree at a long distance and usually hit the answer as to what's wrong.

One trial of our HYGANIC 10-6-4 at the rate of 15 lbs. per 1000 square feet, broadcast by hand or with wheel spreader, during March-April and 10 pounds more over the same area (to crowd out the "crab") in June will convince you that our professional trade know what they are doing. Note the protracted dark green beautiful color. Let's call it the Fish and Blood color. Get rid of that yellow jaundice July hue with "RUN OF PILE" commercial fertilizers.

### PREPAID PRICES

25 lbs. ....@ \$3.89  
(Enough for 1650 Square Feet of Lawn Area)  
50 lbs. ....@ 6.98  
80 lbs. ....@ 9.89



From Dorchester, Massachusetts—"I just have to write to tell you how pleased we are with our new lawn. Several neighbors have already asked me what kind of seed we got (our yard has been neglected for 25 years) and to actually see it now is almost a miracle. We strive for a perfect lawn to the extent of having 'grass fever.' We now have it from G&O."

**We, ourselves, can hardly credit these PRICE REDUCTIONS AND WE MEAN IT!**

# LAWN SEED

**These 1955 formulas are 25% BETTER than 1954 and yet our prices average nearly 10% LESS--MATCH THAT ONE**

## Skillman → SUN

Kentucky Blue Grass	48.00%	Germination	85/80%
Colonial Bent	9.80%	"	98/90%
Chewing Fescue	29.40%	"	98/90%
Perennial Rye Grass	4.90%	"	98/90%
White Clover	4.90%	"	98/90%
Inert	1.90%	Crop	0.85%
		Weeds	0.25%



## Skillman → SHADE

Kentucky Blue Grass	28.80%	Germination	85/80%
Highland Bent Grass	9.80%	"	98/90%
Creeping Red Fescue	19.60%	"	98/90%
Poa Trivialis	22.50%	"	90/90%
Chewing Fescue	14.70%	"	98/90%
Inert	3.60%	Crop	0.75%
		Weeds	0.25%

(Avg. well over 2,123,917 seeds per lb. for both grades)

*Where else Could Such*

*Formulas be Bought?*

THREE CHEERS — The "PET" lawn seed of ALL lawn seeds — KENTUCKY BLUE GRASS — is back in the market in greater abundance but still not normally abundant for 1955.

We have been pounding our SEED CREED for years. "We will throw the whole seed line out of our business UNLESS WE CAN BUY AND SELL THE BEST SEED MONEY CAN BUY."

The whole G&O line has too much at stake to risk its popularity or its 45 year management to market questionable formulas for a saving of 5¢ to 35¢ a pound that might reflect a \$3.00 to \$4.00 saving to our patrons for their whole lawn and then wind up with a FAIR or AVERAGE or POOR LAWN. Such a saving for such a result is just ridiculous and in fact WE DON'T WANT THAT KIND OF BUSINESS.

Consequently we OPENLY PRINT OUR ANALYSIS. You then can take such analysis with you when shopping neighborhood stores, make comparisons and purchase accordingly.

Depend on one thing and don't be out-talked on it, the HIGHER the Kentucky Blue Grass content (with proper regard for the percentages of other lawn seed Grasses in the formula) THE BETTER, by far, will be the formula itself, naturally a little more costly per pound but in reality far LESS COSTLY per pound (considering labor, fertilizer, etc., investment) with a 10 to 1 assurance of getting a stand of grass that cannot be had with a seed that is low in formula and price.

This is true of anything. Particularly is it true in buying LAWN or GRASS SEED. Forget all the pretty advertising you read and see on television, handsome cartons, etc., and stick to one cardinal FACT (1) THE FORMULA (2) the prices of the different kinds of seeds

(3) the germination and purity guarantees of those seeds (4) the seller's reputation.

Surely, there is nothing difficult about doing this and if you truly want to hear remarks like this, "Isn't that a swell looking lawn," you must regard this advice and remember you got it from this F.S.B.

## Making a NEW Lawn

Spade up or disc the earth and while the ground is rough and fallow, apply a 10 quart pailful of Peat Moss to 50 sq. ft. (or sections of 5' x 10') and add 3 lbs. of TOBACCO POWDER on the same 50 sq. ft. Now begin raking out sticks and stones and roughly level off. At this point broadcast ½ lb. of Plant Food to every 100 sq. ft. Sprinkle well. Two (2) days later apply ½ of a pound of seed to 100 sq. ft., lightly rake it in and roll down.

Some seeding directions recommend using so little seed that it is obvious a real stand of grass would be impossible, but nevertheless the expense would be little, which is the usual propaganda. A GOOD LAWN COMES HIGH in comparison with other gardening effort.

When new seeding is well established in 30 to 60 days, apply a second top-dressing of fertilizer at the rate of 10 lbs. to 1000 sq. ft. (20' x 50') and sprinkle it and add any seed needed for backward spots remembering the thicker the good grass the less weeds and crabgrass, every time.

At the beginning of each spring, in late March, feed this new seeding.

## AMERICA'S BEST SEED FORMULAS FOR FAR LESS COST THAN ANYWHERE!

POSTPAID	<u>1 lb.</u>	<u>5 lbs.</u>	<u>10 lbs.</u>	<u>15 lbs.</u>	<u>25 lbs.</u>	<u>50 lbs.</u>	<u>100 lbs.</u>
(BOTH FORMULAS)							
PRICES	\$1.89	\$7.98	\$15.49	\$21.89	\$35.79	\$68.95	\$133.89



# CONT'D "HARD TO GET NEEDED RAW'S"

AGAIN — CUT PRICES

## SULPHATE OF AMMONIA

Another nitrogenous product containing 20% or 20 lbs. of actual Nitrogen to 100 lbs. of the material. A little slower acting than Nitrate of Soda and also lasts a little longer. Both Nitrate of Soda and Sulphate of Ammonia can be dissolved in water for the purpose of making liquid applications.

Its continued use on the same soil creates acidity which is desirable for Bent Grasses but not Blue Grass or Fescue lawns. Also does a good job in controlling lawn weeds at rate of 5 lbs. to 1000 sq. ft. and watered in.

### PREPAID PRICES

5 lbs. @ \$1.09    10 lbs. @ \$1.79  
25 lbs. @ \$3.89

## MURIATE OF POTASH

is a Potash salt containing 60% actual and soluble Potash and we all know that Potash in available form is the thing that prevents disease and builds a sturdy root system and plant. Wherever Potash is omitted in a fertilizer formula or none is available in the ground, you can certainly expect to find poor growing results. "You gotta have Potash."

### PREPAID PRICES

5 lbs. @ \$1.09    10 lbs. @ \$1.79  
25 lbs. @ \$3.89

## NITRATE OF SODA

This material supplies over 15% of Nitrogen and starts to work in the ground in about 10 days. Supplies the needed Nitrogen to give growth and also color but it doesn't last long enough. Nice to have a little around for boosting leafy vegetables like spinach, cabbage, rhubarb, asparagus, etc.

### PREPAID PRICES

5 lbs. @ \$1.09    10 lbs. @ \$1.79  
25 lbs. @ \$3.89

## PURE FISH SCRAP GROUND

So many customers who want to make a real showing on SWEET CORN, BERRIES, IN PERENNIAL FLOWER BEDS, ROSES, Etc., have asked us for our straight 10% plus FISH SCRAP that we have decided to make it available. A small handful to a hill of corn and Oh! what ears. It's got something that does the incredible besides 10% of Nitrogen which alone justifies the price.

### PREPAID PRICES

5 lbs. @ \$1.69    10 lbs. @ \$2.79  
25 lbs. @ \$5.98

## ALUMINUM SULPHATE for ACID SOILS

ALUMINUM SULPHATE may be used to make alkaline and neutral soils ACID, thus favoring the development of satisfactory soil for blueberries, cranberries, azaleas, camellias, and a lot of specialty plants that thrive on "bog" or acid type of soil. A pound of ALUMINUM SULPHATE applied to a square yard of neutral or alkaline soil and washed into the ground is a fair dosage although we even recommend more. A good dose is 5 lbs. per 100 square feet. On an average medium light silt loam, it takes about 5 lbs. to 100 square feet to bring the reaction down from pH 8 to pH 7 and it takes about two weeks for this reaction. Nine lbs. would be needed to bring it down to pH 6 and about 14 lbs. down to less than 5.5.



As a Japanese Beetle repellent spray, take about 1 oz. of ALUMINUM SULPHATE and 8 oz. of regular Hydrated Lime and mix the two in a gallon of water. If you would rather use this as dust, then just mix the first two together and in the morning when the dew is on the plants, make the dusting. The Beetles do not like the white coated foliage or the taste of the ALUMINUM SULPHATE, which technically is alum.

SEE OUR Package for the most and all-inclusive directions on this material, ever given in label directions.

### PREPAID PRICES

1 lb. @ \$ .49    5 lbs. @ \$1.09  
10 lbs. @ 1.89    25 lbs. @ 3.89

## GYPSUM

For Improving Soil Conditions at Sane Expense and the Best of Results

For the last 4 years we have been "Fed up" with propaganda on fancy named SOIL CONDITIONERS so costly for any kind of one or two year application that even a very wealthy gardener could hardly afford them.

All gardeners know what Gypsum or Land Plaster is and how it has been improving and conditioning American soil for nearly 200 years.

- (1) It clears up water puddle spots in most cases by opening hard crusted surface drainage to a depth up to 10". We all have a condition in our gardens and lawn at some time akin to this.
- (2) It works better when spaded or spiked into soil.
- (3) Can be applied by hand or any kind of garden spreader.
- (4) It stimulates microbial decomposition in soil which increases formation of organics.
- (5) A good standard broadcast application is at rate of 2 tons per acre or say one pound to 10 sq. ft. or 100 lbs. to 1,000 sq. ft. or a garden of 25' x 40'. Apply in early spring and also in late summer when soil is dried out.
- (6) Apply Gypsum continuously for 3 years and see real soil improvement.

For the benefit of those who cannot get smaller sized packages of Gypsum locally to treat only 250-500 sq. ft. of hard crusted and poor soil, we have undertaken the packaging of 2 popular sizes and more as an accommodation to meet your demand for what we think is THE REAL AND NATURE'S OWN SOIL CONDITIONER and at maybe 1/20th to 1/50th of the cost.

### PREPAID PRICES

10 lb. size @ \$ .98  
(Try on 100 sq. ft. of low and wet space)  
25 lb. size @ 2.69  
50 lb. size @ 4.79

### NOTE — IMPORTANT:

Since present Parcel Post rates are so outrageously high (example—\$5.03 on only 52 lbs. to the 5th Zone) and considering the value of the Gypsum itself is much less than 1/3 of such charges OUR PRICES ARE PREPAID TO THE 2nd Zone limit of 250 miles from N.Y.C. or PHILA. (as far as Pittsburgh, Washington, D. C., Buffalo and Boston—a big coverage indeed for any such low priced item).



From Englewood, New Jersey—"I have used this spray for several years and I can say frankly, without fear of contradiction, that it is the finest and most efficient spray I have ever used on rhododendron, azaleas, hemlocks, laurel, andromedas, roses, etc.—I have nothing but the finest kind of success.

"I had rather an unusual experience with it the beginning of this year, when blight hit my birches. I gave them a treatment of your spray and I saved every leaf on every birch, and, instead of having a lot of brown and yellow leaves during the Summer, they were in fine shape. Therefore, I am standing by this spray."



# PLANT "JUST SAY" G&O SPRAY

**CUT PRICES  
AGAIN!  
Truly Your  
Buying Year**

**Non-Poisonous, Non-Staining • Non-Burning, Can't Clog  
A Prize Winning Research SPRAY FOR**

**ROSES • DAHLIAS • AZALEAS • FLOWERS • SHRUBS • CAMELLIAS  
VEGETABLES • RHODODENDRONS • HOLLY • BOXWOOD, ETC.**

## KILLS

**APHID**

**THRIP**

**CATERPILLARS**

**WORMS**

**CHAFERS**

**ROSE BUGS**

**MEALY BUGS**

**CABBAGE WORMS**

**TOMATO WORMS**

**CORN BORER**

**WHITE FLY**

**BOXWOOD LEAF**

**MINER**

**JAPANESE & ASIATIC BEETLE**

**MEXICAN BEAN BEETLE**

**ALSO SCALE IN**

**CREEPING STAGE, ETC.**

A customer told us he went into a store to buy some kind of a simple product just to kill aphids and was shown 25 products under as many brand names selling from 15¢ to \$5.00 and everyone of them an Aphid killer. While the number of brands might be justified the disparity in price for the one objective is—crazy.

There is a tendency to regard almost every kind of an insecticide as just a "Ballyhooed" specialty of some kind that works wonders never known before. Every month something else is announced as still another miracle product to kill bugs. With all this "bunk" (and that's how the distributors and store dealers brand this propaganda all over the country) the makers of these products quote such crazy, fantastic prices as to make the consumer feel it must be a "miracle" discovery worthy of the asking price and more. So a purchase of another compound added to the other fifty bottles and cans in the customer's garage or cellar and ALL supposed to do the same thing, viz. Kill Bugs, Scale and Blight that have been successfully controlled now for 50 years by standard time-tested Bug and Blight remedies.

Our patrons know PLANT SPRAY after all these 28 years. It never fails. It's priced down to earth and with minor price fluctuations it is the surest, safest, most consistent "performer." For safety with roses it "can't be beat no-how."

It is the nearest thing to a "panacea" any gardener can use so why spend 30¢ or \$3.00 for a quart of anything when 3¢ or 4¢ worth of diluted PLANT SPRAY does a perfect job instantly.

A customer reported "I switched from your PLANT SPRAY to one of these newer and super advertised products and probably saved 50¢. It was my most EXPENSIVE saving because I lost 7 nice hybrids out of 9 that were treated."

Again—Please note in this "College Short Course" we give analysis. You probably couldn't find mention of Product Analysis of any competitive brands in 100 catalogs selected at random. Why shouldn't YOU know WHAT YOU ARE buying BEFORE you "plank down" one penny?

Get acquainted NOW with this "fool-proof" Spray. Believe it or not but you'll find it's kind of a privilege to get hold of a utility spray that just about does nearly everything.

## THINK OF IT

A quart of this concentrated PLANT SPRAY that makes 30-35 quarts of finished or diluted (with water) Spray figures about three (3) cents for the finished spray, ready to use and this is a final, delivered cost. Also this quart of finished spray covers a garden area of over 6000 square feet for one application or nearly 1600 square feet for four applications which is usually enough per season. For a utility spray THAT CLEANS UP JUST ABOUT ALL BUG AND SCALE TROUBLE, without burning the plant or leaving poison around to do some possible harm . . . YOU'LL HAVE A HARD JOB TO BEAT . . . PLANT SPRAY.

### ACTIVE INGREDIENTS—

Active Pyrethrum Extract (Pyrethrins) .....	.0625 %
Nicotine Sulphate (Expressed as Alkaloid 1.20%) .....	1.60 %
Cresylic Acid .....	1.90 %
Vegetable Oil Soap .....	11.20 %
Lemongrass Oil .....	1.00 %
<b>INERT INGREDIENTS</b> .....	<b>84.2375 %</b>
<b>Total</b> .....	<b>100.00 %</b>

SIZE	COVERAGE	PREPAID PRICES
ONE-HALF (1/2) Pt. ....	Makes about 2 gallons of finished SPRAY, sufficient to cover garden area of about 25' by 50' for one application .....	\$ .69
ONE (1) Pt. ....	Double above .....	.98
ONE (1) Qt. — Special 1955 "CUT" Price .....	4 times as much as half pint .....	1.39
*ONE (1) Gal. — Special 1955 "CUT" Price .....	16 times as much as half pint .....	3.89
TWO One Gals. ....	For larger gardens .....	6.49

(\*Economy Size for Everything and for all year)

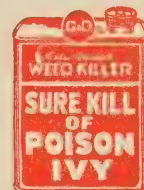


From Memphis, Tennessee—"I have a patch of poison ivy that is approximately 50 feet square and have tried many weed killers without results until I used your G&O. Where we used it last year does not show signs of life this year while the surrounding areas are now progressing to an alarming degree."



# WEED & POISON IVY KILLER

NON-INFLAMMABLE NON-CORROSIVE NON-STAINING



"Name a Weed that it can't kill in half the time and at 1/3 to 1/10 of the expense"

In 1954 our production of this NON-SELECTIVE WEED AND POISON IVY KILLER approximated 40 to 50,000 gallons, ONE of the LARGEST OUTPUTS in the country.

WHAT FURTHER ASSURANCE WOULD ANY BUYER, ANYWHERE, WANT AS TO SUCH A PRODUCT'S QUALITY AND ECONOMY?

ANY DOUBTS? WELL JUST BUY ONE PINT and apply as per directions on the can. Because our analysis is so much higher and our price so very much less you will use it yearly if ever in need of such a product.

No need for the most inexperienced user to do the wrong thing or get into trouble with this simple—SAFE—time tested product. Just READ LABEL DIRECTIONS and then proceed with confidence. DON'T USE ON LAWNS or in GARDEN BEDS.

G&O TRIPLE STRENGTH WEED AND POISON IVY KILLER should be used in places of weedy infestation and no other place. Someone jokingly said "Your WEED AND POISON IVY KILLER is so strong it even removed one of my fence posts." We feel that when 9 out of 10 Home Gardeners buy any Weed Killer, they have in mind killing a rank growth of POISON IVY, RAGWEED, driveway and sidewalk weeds, etc., around and in back of the property line or in those uncultivated spots where such growth gets a start. The places where the "kids of the neighborhood" gather and in three days wind up with an IVY or SUMAC rash. They want a "do it up quick" product at the lowest cost per diluted gallon (and that means less than 10¢ for a coverage of 40 square feet). A purchase of a so-called SELECTIVE \$1.00 to \$5.00 per quart product might be a total loss of effort and money.

Clean up a 10' x 80' Driveway, Gutter, Tennis Court or area of Poison Ivy, Sumac, Ground Oak, etc., with one (1) Gallon of this "KILLER, Inc." Please place your order very early. The real time to hit Poison Ivy is in April-May.

Dilute one part of G&O Weed Killer in 40 parts of water, using an ordinary sprinkling can for the application. It won't sterilize soil, and how it kills all undesirable vegetation! It works at any time during the season, following the roots right down. No root, no weed. Treat POISON IVY before it leafs out and forms a mat; and don't forget Poison Ivy is the "Sandow of Weeds." So cut dilution in half. A quick, simple method for a treatment of POISON IVY is to put one pint of G&O MAGIC SPEED WEED KILLER in a sprinkling can and then add 10 quarts of water. Stir up and saturate 100 square feet of infested earth area after raking out the dead leaves so that solution penetrates the damp earth. Do this early—the sooner the better!

PUBLIC SERVICE, OIL COMPANIES AND RAILWAY RIGHTS OF WAY, UNIVERSITIES, ETC., SPECIFY G&O. MOVES IN CARLOADS TO THOSE WHO INSIST ON FINAL RESULTS WITH ONE Dose. DOWN from the TOP and UP from the BOTTOM, THE WEED HASN'T GOT A CHANCE.

YOU KNOW an application of G&O Triple Action WEED AND POISON IVY KILLER will "KILL 'EM ALL" or your PURCHASE PRICE IS REFUNDED.

## KILLS

- PLANTAIN
- THISTLE
- JOHNSON GRASS
- QUACK and CRABGRASS
- MORNING GLORY
- BURDOCK
- DEVIL BUSH
- SUMAC
- DANDELIONS
- MUSTARD
- CHICK WEED
- RAGWEED
- BRIARS
- NUT and WIRE GRASS
- ETC., ETC.

## IMPORTANT

Note especially our CUT PRICES this year on the two popular sizes, quart and gallon. Now everyone can experiment for the lowest cost ever offered. All prices are CUT.

## PREPAID PRICES

Pint Size (for 100 sq. ft.).....@ \$ .64  
 Quart Size (for 200 sq. ft.).....@ .98  
 Gallon Size (for 800 sq. ft.).....@ 2.59

5-Gallon Size (for 4,000 sq. ft.) Via Express.....@ \$10.89  
 30-Gallon Size (for 24,000 sq. ft.) Via Freight.... @ 43.39  
 55-Gallon Size (for 44,000 sq. ft.) Via Freight... @ 76.89

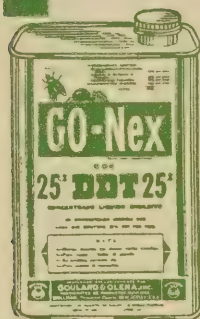


# Just Spray and Dust

Again we say — it's O.K. to be modern and try all these new types of bug and disease controls (a half dozen new ones every week at anti-biotic drugstore prices). BUT HONESTLY NOW — isn't this rather absurd and expensive and even doubtful to do when our simple, long time tested products have been doing a 100% perfect job for far less cost and for 40 years?

These new "touted" \$1.00 to \$3.00 per lb. and pint Insecticides and Fungicides are in many ways discouraging a broader use of all such products because of the many indifferent results. The old story "BOOM ADVERTISING AND—FLOP." There has been so much of that in this epidemic of gardening in the past 15 years.

## GO-NEX — 25% DDT • DUSTING SULPHUR • DORMANT



DDT is today's SURE, QUICK, 100% acknowledged "Jap" Beetle Killer, with no "regrets" of any kind. Our GO-NEX/25% DDT LIQUID EMULSION CONCENTRATE requires as little as one teaspoonful of this milky white solution to a quart of water in a sprayer and "Bingo"—immediate paralysis, no more chewing and then death.

Remember — GO-NEX/25% DDT is just as good for killing Potato and Flea Beetles. Wonderful vs. Rose Bugs, Cabbage Insects and as tick bath for dogs, etc. Contains no oil to cause burning. Water mix like milk.

### PREPAID PRICES

Pt. Size (ample for small yard) @ \$ .98  
Qt. Size (ample for med. yard) @ 1.49  
Gal. Size (ample for lge. yard) @ 4.59



A superfine dusting sulphur of practically micron sized particles of the sulphur. This particular and costly type of grinding gets the sulphur right into the plant pores for the control of Mildew, Black Spot and other

fungous growth encountered in the cultivation of Flowers, Garden Crops, Shrubs and Evergreens. Rose growers get prize results by using Sulphur in dust form which is so easy to apply.

DUSTING SULPHUR is also often used at the broadcast rate of one pound to 400 sq. ft. of soil area to correct an excess of alkalinity in the soil. An excess of alkaline can be as bad, in soil, as an excess of acid.

### PREPAID PRICES

1 Pound .....@ \$ .59 ea.  
5 Pounds .....@ 1.29 ea.

## WETTABLE SULPHUR

An extremely fine grind of Sulphur mixed with a wetting agent to insure the best spraying results when mixed with water. Can be used in combination with Arsenate of Lead, Bordeaux Extracts, Rotenone, Pyrethrum, Plant Spray (Page 16).



WETTABLE SULPHUR is used at the rate of one level tablespoonful to a quart of water for control of Scab, Brown Rot, and Curculio. Especially good for killing Red Spider on Evergreens. Powdery Mildew on Chrysanthemums, Rust on Roses, Peas, Beans, and Shrubs.

Add 2 tablespoonfuls of Wettable Sulphur to a gallon of diluted PLANT SPRAY (Page 16). Stir up, fill sprayer. Bugs and Fungi are destroyed in ONE DOSE. So easy and so inexpensive.

### PREPAID PRICES

1 Pound .....@ \$ .59 ea.  
5 Pounds .....@ 1.39 ea.

## MISCIBLE

## OIL SPRAY



FOR  
SPRING  
"CLEAN  
UP"

For Dormant and delayed spraying to control San Jose Scale, European Red Mite, Cottony Peach Scale, Green Apple or Grain Aphis, Red Bug, Rosy Apple Aphis, etc. Oystershell and Terrapin Scale, Pear Pyslla, Leaf Roller, Elm Scale, Spruce Gall, Euonymus Scale, Scurfy Scale, Cottony Maple Scale, Tent Caterpillar, Tulip Scale, Juniper Scale, etc. Dilutes about 1 to 25 parts water.

Cleans up Peach Leaf Curl, Pear Thrips, Bud Moth and Case Bearer. G&O Dormant Miscible Oil Spray makes vigorous trees, nursery stock and ornamentals. Simple to use. Practically odorless. Mixes with hard or soft water. Leaves no stain on foliage. Non-poisonous.

Free flowing of most desirable viscosity. None better at any price. Steady trade every year supplied on Government bids in quantity for large operations.

### PREPAID PRICES

One Pint .....@ \$ .69  
One Quart .....@ .98  
One Gallon .....@ 2.29  
5 Gal. Drum .....@ 9.59



## 40% NICOTINE SULPHATE

The standard effective contact spray for sucking insects and even some types of chewing insects. With some pride, we can announce that our product enjoyed first place in analytical rating by the N. J. Experiment Station (Bulletin 556).

Controls Codling Moth in combination with G&O Miscible Oil Spray at the rate of 1/1500 of the former to 1% of the latter. Excellent for painting chicken roosts and delousing poultry flocks.

Also a good dosage for Red Spider and Crawling young scale.  
Dilution: 1 1/4 teaspoonfuls to a gallon of water.

### PREPAID PRICES

One Ounce Bottle .....@ \$ .49  
Five Ounce Bottle .....@ 1.29

## LIME SULPHUR SOLUTION

ALWAYS AN OLD-TIME  
FAVORITE

As a concentrated product from us, you dilute one part to 7 parts of water as a dormant January-March application, and 1 part to 49 parts for the Summer Spray. Wonderful for control of Hard Insects, Leaf Blister Mite, San Jose Scale and Peach Leaf Curl. Follow directions on package. Also for Apple Scab, Sooty Blotch and Fly Specks.

### PREPAID PRICES

Quart @ \$ .94 Gal. Can @ \$1.98  
5 Gal. Drum @ \$8.79





From Levittown, Long Island—"Last year a friend of mine called to my attention that he had been getting particularly good results from his gardening with ALL of the products of G&O, Skillman, N. J. By mail I arranged for the purchase of their products for many of my shrubs, lawn and garden. I was tremendously pleased with those results, for example, while my neighbors' lawns showed brown patches my lawn was a SOLID GREEN THROUGHOUT THE YEAR. Thereafter I found that you were selling G&O products which I of course then bought through your NURSERIES. I prefer doing it this way because it is much more convenient and now I hope that you will please continue having their fertilizers and other products on your shelves because I have a lot of confidence in that name of G&O."

## P.D.B. TO KILL BORERS P.D.B.

Borers go through four stages of growth, viz., the Egg, the Larvae (which is the Borer itself), the Pupa and the Adult or Moth, and there is only one generation a year.

Paradichlorobenzene (P. D. B.) is the recommended treatment. This is a white crystalline substance having an ether-like odor and vaporizing quickly in Summer temperatures. It produces fumes heavier than air which rapidly permeate the soil and the Borer tunnels in the tree.

### HOW TO LOCATE BORERS IN THE TREES

While the mature Borer is about an inch long, yellowish white and with a dark reddish head with brownish hair arising from the tubicles. Hardly ever seen because they are inside of tree but can be located by the frass or gum found exuding from the trunk and branches.

Level and clean soil around tree. Make trench an inch deep and 2 inches from the trunk of the tree. Fill this with P. D. B. around at the rate of 1 oz. for an average sized tree, 1½ ozs. for large tree, ¾ of an ounce for tree four to five years old and about ½ ounce for a tree up to three years old. As soon as this is done make a mound of earth in the shape of a cone with the peak of the cone around the trunk of the tree and wet earth a little on the top. Stamp earth down with back of spade. Under these conditions will take three to six weeks for P. D. B. to evaporate.

While talking about Peach Trees the same recommendation would apply to other trees.

Sometimes Borers do damage to Lilac bushes. This treatment is about the best control possible.

PREPAID PRICE 1 lb. pkg. .... @ \$ .98

Enough for Many Trees and Shrubs

## TERMITINE

for  
TERMITES

TERMITINE is a gaseous liquid of Orthodichlorobenzene, 98% Creosylic Acid (not Creosote), 5% DDT. Pure Distilled Pine Oil, Carbontetrachloride, and Pentachlorophenol that is used for spraying beam terminals connecting with sills, all wood imbedded in earth, and cracked cement and also for pouring in 8" deep trenches around the house, adjacent to foundation (about a quart to 20-25 running feet). When trench is refilled the developed gas goes nest deep, thus forming a barrier difficult for termites to pass.

Furthermore—TERMITINE is priced just about 35% lower to give all Termite victims a "break." What's more, we give you analysis on package (that's so important, especially in any kind of a chemical used for Termite control).

### PREPAID PRICES

Gallon Can (for spot treatment) ..... @ \$ 4.49  
4 - 1 Gal. Cans (for bungalow size) ..... @ 16.98  
5 Gallon Drum ..... @ 19.98

## Repellents

DOGS CATS RABBITS DEER SKUNKS SQUIRRELS GOPHERS TERMITES ETC.

### RABBIT REPELLENT

With Safety to All, Including the Rabbits

The practice of buying 2 to 16 ounces of so-called concentrates to treat even a little "ITSY BITSY" garden is impractical and mighty expensive. To do a good job with such, you would spend more than the whole garden cost.

Rabbits have become such a pest that whole vegetable-flower gardens have been entirely eaten up by them within a few days. Consequently the demand for a liberal sized, effective economical remedy is demanded in every garden growing area.

Contents of illustrated 5 lb. bag will treat 100 to 150 individual plants with a dose that counts for something or about 200 to 250 running feet of plant row (one side). NO SUCH VALUE EVER OFFERED BEFORE. Full directions for use on package.

### PREPAID PRICES

1 lb. .... @ \$ .89      5 lbs. .... @ \$1.89



### ANTI-DOG SPRAY

It's priced "down to earth." Over TWICE the quantity for almost HALF the price of competition.

This fact, plus its quality, makes it probably the country's leading seller in dog repellents.

Why pay about 80¢ for 3 ounces of some material when you can buy 8 ounces for 69¢?

Doesn't seem to make sense, does it?

PROTECT Your Lovely and Expensive Evergreens, Shrubs, Boxwood, Plants, Etc.

Keeps dogs, cats, deer, rabbits, etc., away from evergreens and ornamental trees. Non-inflammable and contains no free oil, 2 of the most desirable features of any Anti-Dog Spray. Also non-poisonous to pets or children. A valuable repellent without any objectionable features.

Also extremely effective when sprayed around ash cans or garbage pails and on vegetable barrels on display at store fronts and on corners of buildings, even on tops of running fences where cats like to walk.

### PREPAID PRICES

Half Pint ..... @ \$ .69  
One Pint ..... @ .94  
One Quart ..... @ 1.39



## DRIED BLOOD Repellents

Many gardeners like this product to keep night prowlers away and especially DEER and RABBITS. G&O do the unusual again by making it available to you. Also use as fertilizer since it has 11% Nitrogen.

### PREPAID PRICES

5 lb. pkg. .... @ \$1.49  
10 lb. pkg. .... @ 2.39  
25 lb. pkg. .... @ 5.29



As season progresses the four larger sizes, 30", 42", 66", and 78" are more popular.

From Norman, Oklahoma—"Frankly, and to our knowledge, your Plant Prop is quite the best one ever devised for the purpose."  
From Gaylordsville, Connecticut—"I used 18 dozen of your garden stakes this summer and found everyone most helpful. I don't see how one gets along without them."



**BEST-SELLING PLANT SUPPORT IN AMERICA**

## PLANT METAL PROPS

**ALL GARDENERS NEED 'EM**

Requires carloads of steel to only partially meet the demand for PROP, at a price to "meet every pocketbook."

Support those Delphiniums, "Glads," Dahlias, Perennials, Annuals, Roses, etc., with a sturdy almost invisible "spine" that won't let 'em down, come wind and rain. Some gardeners buy 4 and 6 gross at a time—and stores buy thousands.

So we appeal to you this year to TRY A DOZEN or so of the sizes you need. We make the unqualified statement that if you "don't swear by them" and declare them the best ever, you can return the purchase for full refund. **Best of all — prices are "way down."**

Because we do every step of this work ourselves with no outside "Bites," our low prices amaze other fabricators of steel and even surprise our customers. Example: the price of the 66-inch overall size is about 28 cents. You could hardly expect to pick up an old 66-inch rusty 1/4-inch diameter rod in a junk yard for 28 cents at today's price of steel, say nothing about forming, painting, packing and about 23 cents allowance for just the present outrageous parcel post charges.

We never fear embarrassment with that guarantee because for 25 years the same trade including Park Departments and Botanical Gardens keep multiplying their demands until we now use many carloads of coiled wire to make them and we do all the work right here in Skillman: (1) Straighten and Cut; (2) Form; (3) Paint; (4) Pack; (5) Ship in carloads from our own spur.

- 1—Being all steel, they definitely eliminate wood Stakes with their unkempt rag and string ties.
- 2—They support a Flower or Plant better.
- 3—They are Termite and Rot Proof.
- 4—They are priced so low that no Gardener can afford to be without them.
- 5—Processed stiff steel of varying thickness to suit required support, including rose and young fruit trees.
- 6—Made in lengths overall (end to end) of 16", 30", 42", 66" and 78".
- 7—They can be saved from year to year.
- 8—Make a neat, orderly looking garden.
- 9—In Garden-Green enamel.
- 10—So simply constructed and safe that a child can place them correctly in a garden.

### NOTE 1955 "DEEP CUT" PRICES

SIZE OVERALL—End to End	1/2 Doz.	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
16" (Tulips, etc.)	\$ .98	\$ .89	\$ 1.59	\$ 2.19	\$ 3.29	\$ 3.79
30" (Giant Zinnias, etc.)	.98	1.79	3.19	4.39	6.98	7.98
42" (Delphiniums, etc.)	1.19	1.98	3.59	5.29	8.39	9.98
66" ("Glads," etc.)	1.98	3.59	6.59	9.69	15.89	18.98
78" (Dahlias, etc.)	2.89	5.49	10.79	14.98	Apply	Apply

NOTE—That we have tried to make it advantageous for you to buy, at least, in two dozen lots since the saving averages nearly 12% over one dozen units. The saving is up to 25% on purchases of 6 dozen of the popular sizes.

### PREPAID PRICES



Does a fine plant-protection job. Can be saved for many years. The pictures tell the whole story.

**IMPORTANT**—As in all things there's a big difference in Wickets and these other Metal Items. The strength and durability is in the STEEL itself and our Wicket is 1/4" dia., not 1/8" or less, and then a coat of other material to simulate an optical illusion of equality of steel. Naturally the price varies for the thinner diameter of the steel.

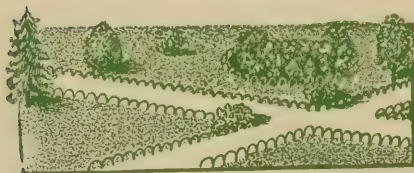
Neat, orderly protection around LAWNS, SHRUBS, PLANTING BED, etc. Keeps human and animal traffic away. Sturdy, Green Enameled. No scratchy prongs or square corners to hurt anyone. Sturdy 1/4-inch diameter steel. Lowest priced wicket.

**Twelve of these WICKETS, overlapped about 1" make a neat, practical, "Keep Off Please" Fence about 12 feet long.**

### PREPAID PRICES

1 Doz.	2 Doz.	3 Doz.	5 Doz.	*6 Doz.
\$2.98	\$5.29	\$7.59	\$12.39	\$14.59

\*NOTE—Here again is a saving of over 27%.







From Botanical Gardens, Guilford, Connecticut — "May we tell you that your sample Dream Label seems to be just what we want not only for use in our nursery but for selling in our sales department."

From Macon, Georgia — "YOUR 'DREAM' SPIRAL WRAP LABELS ARE THE BEST I HAVE EVER USED."

From San Francisco, California— "I am using your Dream Labels and have for years now. I am very well pleased with them which were purchased through the American Rose Society."

From River Forest, Illinois— "About a year ago I purchased a package of dream labels from you. I used my last one the other night. I must admit they are the finest labels I ever used."



**YES—You Can Have One FREE, Upon Request**

**WIDEST RANGE OF USE  
DURABLE • READABLE**

**NOTE THE BIG PRICE CUTS FOR 1955 — WOW!**

PROCEEDING ON THE ASSUMPTION that any plant label that would entirely eliminate the hazard of girdled branches would be an improvement upon present devices, and if this were once achieved the other features could be added in due course. Thus the SPIRAL WRAP, as opposed to the customary closed loop, as the means to this end. This is the basic thought but not the only feature of the DREAM PLANT LABEL. Instead of having a tail extending from the end of the label (like Wood, Celluloid, Plastic and Paper), THE DREAM LABEL has two (2) strips (top and bottom) that are separated from the label portion by 3-inch long slots. When these strips are spirally wrapped (clockwise) around a stem, the label portion will be in FRONT of the stem and at right angles thereto, in a normal reading position.

Any label that (1) entirely eliminates the hazard

of girdled branches, (2) takes and holds inscription for decades, (3) can be read at right angles to the plant, (4) always answers that quiz "what kind of Rose, Azalea, Rhodo, Dahlia, Tree or Shrub is this?" (5) is tidy and can't come off unless taken off, (6) has ingenious attachment non-girdling binders that EXPAND as the plant GROWS—seems just about the best chance Plant Life marking has had.

**EACH AND EVERY PACKAGE OF DREAM LABELS CONTAINS MORE THAN ENOUGH ETCHANT AND WRITING APPLICATOR. THERE'S A BIT OF ROMANCE BEHIND DREAM LABELS. WRITE FOR A FREE COPY.**

You can always buy the labels WITHOUT THE ETCHANT, if you prefer and very reasonably in any number.

#### PREPAID PRICES

- |  |        |
|--|--------|
| 1. "KIT SIZE" .....  | \$ .98 |
| Contains 24 Labels, 1 oz. Bottle of Etchant and Applicator |        |
| 2. "50 UNIT SIZE" (Trial Offer) .....                      | 1.49   |
| Contains 50 Labels, 1 oz. Bottle of Etchant and Applicator |        |
| 3. "100 UNIT SIZE" .....                                   | 1.98   |
| Contains 100 Labels, but No Etchant or Applicator          |        |
| 4. "1000 NURSERY SIZE" .....                               | 17.29  |
| With 1000 Labels, 5 oz. Bottle Etchant and Applicator      |        |
| 5. "1 OZ. ETCHANT WITH APPLICATOR" .....                   | .39    |
| (a little goes a long, long way)                           |        |

## Fence Rods

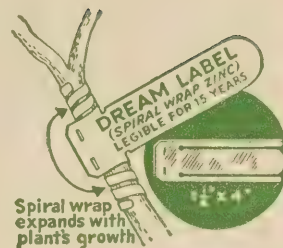
### PROTECTION

The generous response we have received from gardeners on this item indicates that it undoubtedly fills a need. These fence rods are made of sturdy  $\frac{1}{4}$ " steel, green enameled with two loops which will support wire, heavy clothes line and even rope. Eliminates the use of irregular slats, broom-handles, sticks, rags, etc.

Sold at a price everyone can afford. Mighty handy for circling trees and ornamentals to keep dogs at a safe distance. Swell for "cradling" tomatoes, peonies and other bushy plants, especially with the 48" (overall) size. Many Garden Clubs asked for this practical and popular size for Tomatoes: Use 48" size, 10" deep for a 2 $\frac{1}{2}$ '-4' plant. Dandy support.

**NOTE THE BIG PRICE CUTS FOR 1955**

PREPAID PRICES	33" (overall)	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
	48" (overall)	\$2.39	\$4.59	\$6.59	\$10.49	\$12.29
		2.89	5.59	7.89	12.98	14.98

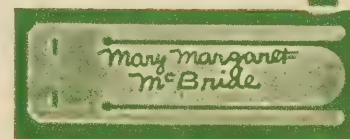


Spiral wrap expands with plant's growth.

#### ON THE TWIG



#### IN THE POT





**DON'T MISS - 50% CUT PRICE - PLEASE READ**

**Goulard's ROSE & VINE Trellis**

**4' x 8'**

AS FAR AS "BARGAIN VALUE" goes THIS IS YOUR TRELLIS CHANCE OF A LIFETIME BECAUSE we have QUIT making any type of Trellis and when our present inventory is gone the finest, best constructed, and best priced (\$12.95 in 1954) trellis WILL HAVE PASSED INTO HISTORY.

To accomplish this WE HAVE CUT THE PRICE (and please thoroughly understand that such an offer ENDS when our stock ENDS) OVER 50% from its ORIGINAL PRICE of \$15.95.

**YEP — \$7.95 is today's PREPAID PRICE and for the SAME TOP MERCHANDISE.**

We need manufacturing space for faster turn-over and we are not "crying" over our final loss of at least \$3500.00. It just proves that when GOULARD & OLENA, INC., offer a BARGAIN YOU SHOULD GRAB IT because it is genuine.

Naturally that old percentage of SKEPTICS will cry "BALONEY." That doesn't concern us anyway. If we can give our patrons a "break" without "dumping" on the market we try to do it.

You couldn't buy the steel, fabricate, enamel, pay the shipping charges and earn a cent of profit at less than \$15.95, in runs of 500.

We have customers who buy 6 and 8 at a time and (paying \$12.95 each) then say "It's the best Trellis ever made."

(1) 11 piece set is made of hot rolled, high carbon and cold formed steel with a thickness of 3/16" and 1 3/4" wide (over-all).

(2) (A) There are 4 UPRIGHT pieces each 4 1/4" long. Two (2) of UPRIGHTS that go into the ground each have 5 holes and the other two UPPER UPRIGHTS (or so-called legs) that are bolted to the bottom UPRIGHTS each have 6 holes.

(B) Then there are five (5) 4' long cross pieces (as photo shows) each with 10 holes.

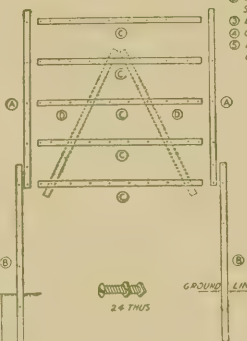
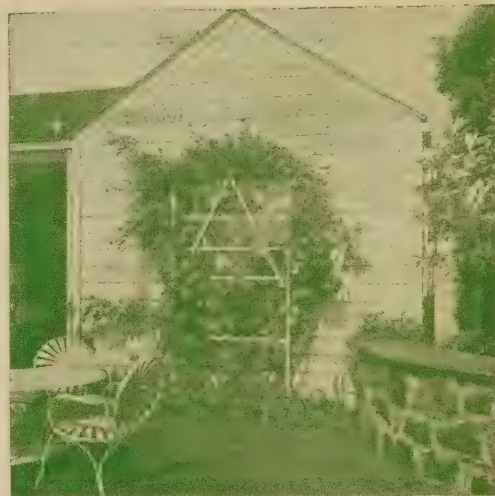
(C) Finally, there are also 2 other 4' long pieces each with 6 holes pictured as the diagonal pieces, but which can be used in any other design way desired.

A thick coat of enamel is virtually triple insulation from the hottest sun and consequently as safe as a wood trellis. 90% of the surface is covered anyway with foliage.

24 Sets of Cadmium coated 1" Bolts, Nuts and Washers supplied with each Trellis (or a total of 72 individual pieces). CADMIUM means no rust for life of Trellis which could easily be 10 years.

Each complete Trellis is shipped knocked down, well wrapped and bound and the shipping weight is less than 20 pounds. Just like shipping eleven broom handles tied together. It's that simple.

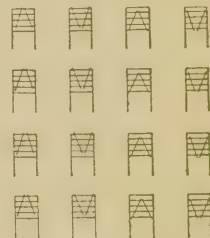
Please note that this Trellis is sturdy enough to stand "on its own legs" out in the open lawn or garden or it can be backed against the house, garage, greenhouse, tool shed, etc.



CONTENTS

2 PCS UPRIGHT A 6 HOLES  
2 PCS UPRIGHT B 5 HOLES  
5 PCS CROSSBAR C 10 HOLES  
2 PCS DIAGONAL D 6 HOLES

INSTRUCTIONS  
① PIECES CAN BE READILY IDENTIFIED BY THE NUMBER AND LOCATION OF HOLES  
② LAYOUT ON ANY FLAT SURFACE, OPEN SIDE DOWN, AS SHOWN IN DIAGRAM AT LEFT  
③ BOLT PIECES A & B TOGETHER TO FORM UPRIGHTS  
④ CROSS-PIECES C LAY ON TOP AND BOLT TO UPRIGHTS  
⑤ DIAGONALS MAY BE BOLTED IN A VARIETY OF PATTERNS OR USED AS ADDITIONAL CROSS MEMBERS



VARIATIONS IN ASSEMBLY

**Complete 11 piece Trellis with 24 sets of \$7.95**  
**PREPAID PRICE Cadmium coated Bolts, Nuts and Washers** Please order early in Season

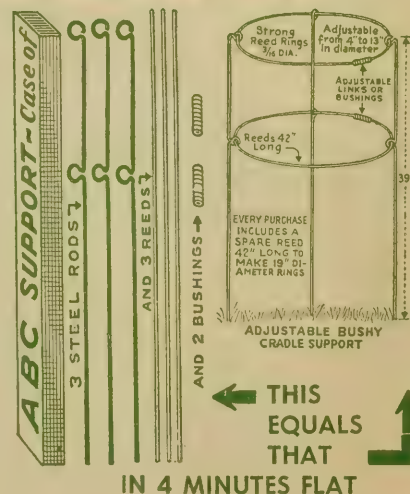
**ANOTHER  
1955→  
PRICE CUT**

**ADJUSTABLE  
BUSHY  
CRADLE  
SUPPORT**

A—Three 39" long, 7 gauge diameter, sturdy steel legs with two looped "eyes."

B—Three 42" long and round Rattan Reeds of about 3/16" diameter. These reeds when put through the eyes of the steel legs make rings of any adjustable size from 4" to about 13" in diameter, which is ample for almost 85% of your general gardening operations BUT, just in case some of our customers require excessive diameters, each package of A.B.C. Supports contains a spare 42" reed which can be cut in half and each one of these halves taped or jointed to the other two 42" reeds with the rubber friction clamps that are also part of the package. When this joining is completed, you can increase the diameter of the ring up to almost 19".

Each—Complete as Illustrated ..... \$ .98  
PREPAID PRICES Special Price for 6 ..... 5.29  
Very Special Price for One Doz. .... 9.29



**THIS  
EQUALS  
THAT**  
**IN 4 MINUTES FLAT**



From Arkansas—"I have had 4 dozen of your Steel Tomato Staking Rods but used two per plant instead of one because some of my tomatoes weighed over a pound and what a crop."

## "JUMBO" SIX FT.-3 TIE DAHLIA STAKE



15/16" Dia.

**Dahlias, Gladiolas, Vines,  
Young Fruit Trees,  
Pole Beans, Giant Peas, Tomatoes  
and a score of other needs**

Make a nice high  
**STURDY FENCE, too.**

Made of rugged hardwood with 2 - 1/4" dia. (in error, picture shows 3 holes) holes to regulate respective heights of tall growing Flowers, Vegetables, Plants and Vines. This is a very important feature because patented paper, wire and other ties can be used in these holes and thus avoid having these ties loosen up, work down and strip foliage or cut into stems or stalks. It is strictly a quality stake and not intended to compete with a soft wood stick or a lath. Painted green. Each stake weighs about 1 1/4 lbs.

**PRICES CUT AGAIN BY OVER 8%**

**IN BIG DEMAND  
FOR MANY USES**

### PREPAID PRICES

For Bundle of 6 .....	@	\$1.89
For Bundle of 12 .....	@	\$3.49
For Bundle of 24 .....	@	\$6.39
For Bundle of 36 Special* .....	@	\$9.00

\* Only as long as our stock lasts.

## TOMATO STAKING ROD

**(METAL)**

**Keep 'Em "Jacked" Up**

**PRICES CUT BY 11%**

Our 44" net high steel green enameled 1/4" dia. ROD has been the "pet buy" for Tomato staking.

One ROD to a bush. Stick 8" into ground at an angle away from bush and preferably at south side (less winds from that direction). Then, using binder or other twine, tie bush to ROD through the "eye loops."

You couldn't buy second hand "one time" wood slats without the loops for such prices. Just as good for peonies, "Delphins," "Mums" or anything bushy and tall. Hardly visible but they support like a fence post. If you want real prize "Toemats" keep 'em off the ground for air circulation, say nothing about worms, snails, slime and rot.

### PREPAID PRICES

1/2 dozen .....	@	\$1.69
1 dozen .....	@	\$2.89
3 dozen .....	@	\$7.89
6 dozen .....	@	\$14.98

**44" Steel  
TOMATO**

**ROD**

**KEEP "EM" OFF  
THE GROUND**



**G&O ALL STEEL  
Basket Handle**



## BASKET HANDLE

**WHOLE PAGE OF  
CUT PRICES AGAIN**

A perfect fit for 1/2 bu., 5/8 bu., and one (1) bushel basket.

Side arms flexible enough to snap on or off in two seconds. Green enameled.

**Sturdy all-steel — lasts for years. Cuts labor and time in half.**

A boon for all gardeners, pickers, and even housewives because you can now carry two baskets "in balance" instead of a heavy, back strain and suit-spoiling "bunny hug" load in one basket of earth, compost, vegetables, fertilizers, bulbs, stones, trash, and even coal if you will.

So handy for shopping. Complete satisfaction guaranteed or money refunded. Non-pinch full grip handle. Weighs about 12 ozs.

**"NO REASON" PRICE CUT OF OVER 11%**

**BUY ONE — AND WE "BET" YOU BUY TWO**

PRICES EACH—AS ILLUSTRATED .....	\$ .69
PREPAID SET OF 3 INTRODUCTORY OFFER .....	\$1.69



**OUR ADVICE —**  
**Load Up at These**  
**"Slashed" Prices**

## RID-O-SPOT

*"ala  
Household"*

RID-O-SPOT removes spots, chewing gum, tar, grease, grime, soot, and oil without injuring most heavy or fine fabrics. We really believe and will **GUARANTEE** that you will like RID-O-SPOT better than any type of cleaner you have ever used. It takes care of all of the heavy and fine fabrics and you will just love it for the way it cleans gloves, automobile upholstery, drapes, carpets,

rugs, and upholstery. You can easily determine how much safer RID-O-SPOT is to use than many cleaners by dipping the end of a twisted piece of paper into RID-O-SPOT and then trying to ignite the wet end with a lighted match. Buy the gallon "family" size for immersing dresses, curtains, gloves, etc.



### PREPAID PRICES

1/2 Pint (to introduce) .....	@ \$ .59	Quart .....	@ \$1.49
Pint .....	@ .89	Gallon .....	@ 4.29

## MOTH DEODORANT NUGGETS

Before closing up the house for vacation **DO THIS** and when you return you will be mighty **PLEASED THAT YOU DID SO.**

Put a small handful of Nuggets in clothes and overcoat pockets, then a couple of big handfuls all over the upper shelves and on closet floors. Close doors tight. Then as you walk out and lock up, throw some all over carpets, rugs, chairs and davenport. Suppose you spend \$3.00 for this! Isn't that better than losing a \$100.00 garment by Moth Worms?

The author of this F.S.B. wouldn't leave his house for 2 to 8 weeks without doing this and in 20 years hasn't even lost a sweater. What's more, no rats, squirrels and

household bugs, because the Nugget gas just won't let them stay. This is also true of the **CRYSTALS AND COMPACTS.** Proof, put about 10 Nuggets on a chair where dogs and cats love to sleep and they won't even go near that chair for weeks and finally not at all. All this with complete safety. No stain, etc.

These are unperfumed 100% Paradichlorobenzene about the size of a large raisin or hazel nut which means very slow and effective evaporation. Packed in re-sealable canisters. Put away your furs, suits, sweaters, dresses, etc., with assurance of no moth damage. Once used, always demanded.



### PREPAID PRICES

1 1/2 lbs. ....	@ \$1.19	5 lbs. ....	@ 2.79
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## MOTH DEODORANT CRYSTALS

(PERFUMED)

100% Paradichlorobenzene with a dainty mild Rose-Lilac odor. Fine for sprinkling over floors and in closets, not only to kill moths but as a faint deodorant against

Tobacco, Dog, Cat, Bathroom and Kitchen smells. Our crystals last a lot longer because they are bigger and nothing like the usual sizes found in stores.

PREPAID PRICE	1 1/2 lb. Package .....	@ \$1.29
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## MOTH DEODORANT COMPACTS

The same as our perfumed crystals except they are power pressed into discs about 2 1/2" wide and 1" thick, then cellophane wrapped and 12 such compacts packed into a cylinder or tube to eliminate evaporation. Fine to put in bureau drawers, trunks, chests, closets, and on

shelf in Bathrooms, Kitchens, etc. Good for sick rooms because the mild, refined aroma is not overpowering like so many of these sort of products. Not mixed with Naphthalene flakes to reduce the price. It's 100% pure volatile material. Put a cake in bathroom.

PREPAID PRICE	Tube of 12 Compacts .....	@ \$2.59
---------------	---------------------------	----------





*Home  
Helps*

**AGAIN & AGAIN  
PRICE  
"CUTS"**

## SEPTO

**FOR  
SEPTIC TANKS  
CHEMICAL TOILETS**

**No Damage to Needed Bacteria**

### SEPTIC TANKS

About every ten (10) days use two (2) heaping table-spoonsful of SEPTO (like coarse granulated sugar-green) in each flush bowl. Let it dissolve and then flush the toilet.

This mild periodic preventive treatment eliminates the chances of accumulated stoppages with a consequent heavy treatment of SEPTO to possibly injure required bacteria.

### CHEMICAL TOILETS

Dissolve a fourth ( $\frac{1}{4}$ th) of a 10 lb. container (or  $2\frac{1}{2}$  lbs.) of SEPTO in one gallon of water (using an old pail for this). Stir until SEPTO is all dissolved. Then pour this solution into tank of toilet and add a gallon of clean water. When tank is  $\frac{7}{8}$ th full, empty or flush it and clean out with fresh water.

We have found that the most economical size for making, packing and selling SEPTO is in the 10 lb. metal container, since it is used almost weekly and often daily so

why order small pound cans at double the cost and high shipping charges. In fact our long distance customers always buy a case of 4-10 lb. pkgs. to be ready for any emergency. Be sanitary, keep a stock of SEPTO on hand and especially around camps.

SEPTO is probably 25-50% less in cost than many other products used for the same purpose and is much more concentrated and powerful in dessication effects. Free of Chloride of Lime. Full directions on the package.

### PREPAID PRICES

5 lb. can .....@ \$2.19 each      10 lb. can .....@ \$3.39 each  
4 - 10 lb. cans (a case) .....@ \$11.98 per case

## GO-NEX 5% DDT

**FOR**

### FLIES — MOSQUITOES — GNATS — WASPS

Also for Clothes Moths and Certain Other Moths, Carpet Beetles, Roaches, Water Bugs, Silver Fish, Ants, Spiders, "1000" Leggers, Bed Bugs, Fleas infesting premises.

Spray GO-NEX liberally (but not sufficient to run on walls and ceiling of rooms) so that flies come in direct contact with spray. Wipe surfaces with a clean dry rag to remove dust before spraying, otherwise spotting may occur. For better results close doors and windows during spraying operation. The residue from one thorough application remains effective for two months. Treat window and door screens liberally, using a brush or mop dipped in the spray once a month or more often if exposed to rain. Flies and mosquitoes alighting on them will be killed. Garbage pails and stagnant water should be sprayed repeatedly.

### PREPAID PRICES

Pint .....@ \$ .79    Quart .....@ \$1.09    Gallon .....@ \$2.98

## KNEE GUARDS

Protect your knees. You'll need 'em more as you get older. The picture shows these  $\frac{5}{8}$ " Thick Rubber Pads are form fitting with non-slip straps. Sell for \$2.50-\$3.00 per pair post-paid. Can be worn over or under clothing. Now you can throw away the cane, crutch and linament.

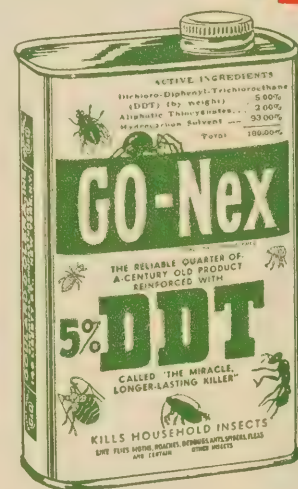
**PRICE \$1.98**  
Postpaid

## COMBINATION WATER SPRINKLER & POWDER DUSTER—2 in 1

The water sprinkling sprayhead is equipped with two nozzles. (a) For a misty rainlike spray and (b) a nozzle for dusting.

Can be used in garden, household and laundry work and even for sucking water out of fish bowls, etc., also as a spray of deodorants inside of the house.

**PRICE \$1.24**  
Postpaid





**THINK OF IT! WE ALMOST CLOSED THIS F.S.B. (and could have gotten "fired" for it) BY FORGETTING THESE G & O PRODUCTS DEMANDED BY GROWING "SPECIALISTS" AND THAT ARE NOT AVAILABLE IN RETAIL STORES.**

## 20% SUPERPHOSPHATE

We do not know of one State in the Union where the phosphorous content of soil is not far less than needed. Every State bulletin, to our knowledge, keeps "harping" on this. Consequently we began 20 years ago packing this item for you and today we pack carloads and give full directions on packages. It's low priced so keep a couple of bags on hand and use 4 lbs. per 100 sq. ft. of garden or lawn area and watered in. Big demand.

SUPERPHOSPHATE is the important element that produces color whether in a blade of grass or a petal of a rose and it is low enough in price for every gardener to use a little extra and even mixed with whatever fertilizer might have been purchased. In fact, it would be mighty good practice to take 25 lbs. of ordinary mixed fertilizer and then add 5 lbs. of this 20% SUPERPHOSPHATE, mixing it up well. It may take a little extra trouble but it would show results. Polyethylene Liner Packages.

### PREPAID PRICES

5 lbs. @ \$1.09	25 lbs. @ \$3.49
10 lbs. @ \$1.79	50 lbs. @ \$6.29

## 48% TRIPLE SUPERPHOSPHATE

Sometimes called DOUBLE Superphosphate but really it's 2½ times, and there are thousands of Gardeners who want, but CANNOT GET this product anywhere in their local areas.

Could prove economical by using 1½ per 100 sq. ft. instead of 4 lbs. Also use a tumblerful to a bushel basket of Compost and wet down. When planting small fruit trees use a tumblerful with the dirt from hole and soak the replaced earth. You're after color, you know.

PREPAID PRICES — 5 lbs. @ \$1.69, 10 lbs. @ \$2.49

## Go-Nite — 9-11% BLOOD-TANKAGE — Go-Nite

Today — there's a real active call for a 100% ORGANIC TANKAGE. Thousands of tons are sold and even then a "bare market." Almost as fine as coarse flour.

On new or old lawns the dose is 4 lbs. per 100 sq. ft. and on big areas about 1500 lbs. per acre. Can be applied anytime without burning, in spring or fall. Always wet down any Fertilizer so it doesn't nest in crown or cup of any plant. THAT'S HOW BURNING OCCURS.

In Flower Beds — before planting apply 3-4 lbs. per 100 sq. ft.

In Perennial Beds — mix 4-6 lbs. of GO-NITE with top 6" of bedding soil.

In Vegetable Gardens — spade up and mix 6 lbs. with earth in 100 sq. ft. area. Work it in deep. Keep trying for that ORGANIC soil all the time. Directions on package.

### PREPAID PRICES

5 lbs.	10 lbs.	25 lbs.	50 lbs.
\$1.79	\$2.79	\$5.89	\$10.40

## Unadulterated — CATTLE MANURE — Genuine

A pity we've run out of space. This product deserves a full page because once you have seen an animal manure that is a dark rich shredded product (like ¼" lengths of cut brown straw) direct from the feeding pens as our buyer did, you'll know that your garden beds (and for everything) have at last got a chance to meet and receive a load of the REAL THING and not something with 95% of straw, peanut hulls and peat moss and only 5% of manure. Our analysis is 1.85% Nitrogen, .75% Phosphorus and 1.75% Potash. Full directions on package.

You've probably tried them all and swore you'd never buy commercial manures again. Relent and recondition (as a test) a 300 or 400 sq. ft. area of your garden soil this year under our GUARANTEE that you will get the genuine. We must be right or we couldn't sell so many carloads.

### PREPAID PRICES

5 lbs.	10 lbs.	25 lbs.	50 lbs.
\$1.09	\$1.79	\$3.59	\$6.29

MR.

Strawberry

"BIG"

3-13-7

and 85%

PURE ORGANIC

Space prohibits an "essay" on this, the highest formula (by 60%) and best balanced STRAWBERRY (and all other berry plants) PLANT FOOD ever produced.

To prove it, we openly print the formula per ton for all to see and any Grower who will not use such a formula, as a trial, is indifferent to REAL PLANT FOOD and "unfair to berries."

First we use 50 lbs. of Nitrate of Soda as a 20 day starter, 200 lbs. Sun dried Fish Scrap to feed for a year, 200 lbs. Blood-tankage for semi-fast 8 months feeder, 300 lbs. of Bone Flour for over a year's supply of slow Nitrogen and Phosphorus, then 100 lbs. of Cottonseed Meal, then 1,015 lbs. of mixed Triple Superphosphate and 20% Phosphorus, and finally 135 lbs. Muriate of Potash.

NOT ONE POUND OF FILLER AND 85% ORGANIC.

Just use a level tablespoonful in a ring around a plant or a pound to 25 running feet of row (both sides) in the spring of the fruiting year. On some check plots, use none of this formula or any other kind of Fertilizer and that comparison will prove the value of SPECIALTY PLANT FOOD. Because the dosage is so small our prices for a 3-13-7 with 85% of the best Organics available would be LOW even if they were twice as high. Application for an acre — 700 lbs. Start now to build a permanent Berry soil.

### POSTPAID PRICES

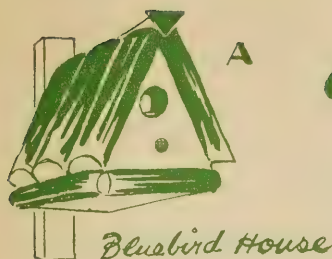
5 lbs.	10 lbs.	25 lbs.	50 lbs.
\$1.29	\$1.98	\$4.29	\$6.98

REQUEST NO. 1, Won't you please do us the favor of "jumping" to PAGE 28 and READING IT? Thanks.

WE PREPAY ALL SHIPPING CHARGES RIGHT TO YOUR DOOR

REQUEST NO. 2, and then "hop-scotch" to PAGE 31. Double thanks.





Bluebird House

Only  
\$3.59

A Postpaid

Sturdy Bluebird house with roof of white cedar slabs and a floor that tilts so that cleaning is a simple matter. Since the door is only 1½" in diameter the starlings will be excluded. Mama Bluebird likes her home no higher than a fence post.



Jumbo  
Feeding  
Frame

De Luxe  
@  
\$1.98  
Postpaid

B Jumbo feeding frame, holding twice as much food as other frames, and made of sturdy wood, stained. Extra large and two perches. They can chatter while they eat. Just notice the price. You can't go wrong on this one.



A Bird Book  
To Help You

A Lot of  
"INFO" for \$1.29  
Postpaid

C Sit on your lawn and recognize all your little feathered friends. Here is a book that identifies 265 species and has 112 accurate full-color plates, 128 silhouettes and range maps. 24 quick data charts, and also tells you how to see, attract and feed them.



Suet, Seed & Grain  
Refills

Wild Bird Seed  
Sunflower Seed

Please Apply

D Cake refills of seed and suet, for the Jumbo feeding frame.

# Everyone Loves Birds



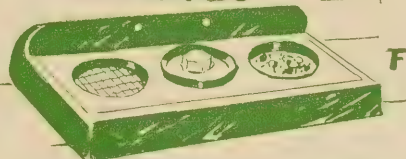
Wren House

Only \$1.29 Postpaid

E Think how dismal it would be without our cheerful friends to awaken us, and because of this we have made a special effort to give you real economical prices for these houses and feeders.

E Adorable little Wren house with cedar roof and entrance hole small enough to keep out interfering neighbors, yet plenty of room for Mrs. Wren to bring up her family. Reward yourself with her sweet singing.

Window Sill Fountain  
Feeder



All This For  
\$2.79 Postpaid

F This Window Sill Fountain Feeder is just perfect. Not only does it have two places for seed, but seeds rest on galvanized wire cloth so that rain or snow will drain off. Best of all in the center is a drinking fountain. Water will be appreciated as much as food. Bet you have more birds on your window sill than your neighbors.

## Build Your Own Feeder



You Can't Match \$4.59 Postpaid

G The smart thing to do "Now-a-days" is to build your own things, and in that way you take better care of them, for it represents fun, effort and arguments. So it is with this Hobbykit Window Feeder. A beauty when you have it finished. Circular design, attractive when fastened on the side of window. Has a plastic window half way around. Turns with wind, movable arm and bracket. Weather-proof finish. You should be able to assemble it in "jig" time. We'll say one thing, the low price is worth the effort!



Hummingbird Syrup Feeder

H One for \$1.19

3 for \$2.89

Hummingbirds are so rare and elusive that you feel you have really *done* something when you can have them come regularly to drink from this plastic, non-breakable, clearview container. Fill it with 1/3 cup of sugar and water syrup. Pretty enough to attract them too, for you can have a red, yellow or orange flower with green leaves. In the center of the flower they get their syrup. We're going to put some around our office building. Just you try it too. Postpaid.

Squirrel  
Proof  
Feeder



Only \$3.19  
Postpaid

I The copper roofing makes this feeder Squirrel proof. We love squirrels but not when they steal from birds. Not only has it a copper roof but wire screening top and bottom. This really "does the trick."

Wild  
Bird  
Bath

\$3.49 Postpaid  
Takes it!



J We could go on and on enthusing about these articles but the page just isn't large enough. So take our word for it that this is a lovely bird bath with a terra cotta dish, that can be removed, resting in a black iron frame 17½" high. It's a thousand times nicer than the sketch.

Outdoor Rodent  
Proof Hanger

YEP! \$.59 Postpaid

K

Just stick this 5/16" diameter heavy green enameled steel rod in a hedge, bush or even in the middle of the lawn, and hang your feeder or bird house on it. Squirrels, cats, etc., will look with longing eyes, but it's over 6 ft. high so what can they do! You fooled them again.





### Gift No. 1

**\$5.00 to \$10.00**

For purchase of one or any number of articles in this F.S.B. amounting to from \$5.00 to \$10.00, our gifts to you are a 5 oz. package of Wund-O-Best (P. 7) Plant Food, AND a copy of 1955 HOME GARDEN GUIDE, which has 555 answers to home owners' garden questions. Newsstand price 50¢.

### Gift No. 2

**\$10.00 to \$20.00**

For purchase amounting to from \$10.00 to \$20.00, our gifts to you are a pair of GREEN THUMB GLOVES for working in garden or driving car —Nice looking and washable, (state size and whether for lady or gentleman). Also a pint of RID-O-SPOT (page 24). Also copy of the GARDEN GUIDE.

### Gift No. 3

**\$20.00 to \$35.00**

For this order, you receive a book of "HOME LANDSCAPING AND GARDENING GUIDE." After reading this book you need ask no one for garden, lawn or tree information —it's all there, even to colored plates —368 pages. Bookstore price \$2.95. Also copy of GARDEN GUIDE.

### Gift No. 4

**\$35.00 to \$50.00**

For this amount, the perfect gift—it's a solid, polished brass door-knocker, 8½" high x 4½" wide. A beauty! A little idea from the sketch above. It's worth making your order larger just to get this "aristocrat" gift, suitable for a \$40,000.00 home. We had to search for this one. Regular store price \$6.80. Also copy of HOME GARDEN GUIDE.

### Gift No. 5

**\$50.00 to \$75.00**

Calls for the cutest little, metal, round, absolutely silent tick alarm clock from one of the best national manufacturers. It's black with radium dial, and it's only about 3½" high and wide. Charming on night table. Necessary when you go traveling. Regular retail price in all stores —\$6.95. ALSO with this our GARDEN GUIDE (another 50¢).



### Gift No. 6

**\$75.00 and up**

**"The Grand Slam Prize"**

You receive a beautiful 4 lb. pure 100% imported virgin wool Algonquin blanket, 72" x 90". You may have an all red one with a black stripe and four point markings that date back to trading post days when they served as the "price tag" indicating only top quality blankets that were given in exchange for 4 beaver skins, or you can have a white blanket with 3 stripes of green, yellow and red, as shown in above sketch. No words can describe the beauty of these blankets. Everyone is familiar with them, so words are not necessary. Regular store price is \$20.00 and no "cuts." Again the Garden Guide at 50¢.

### IMPORTANT

DO NOT include the price of our PRIZE-GRO "DEAL" (page 9) in the TOTAL of your order as qualifying for any of the GIFTS listed on this page BECAUSE the "DEAL" itself already includes that gift in the form of the FREE Bone Meal. This is obvious and manifestly fair but still it should be emphasized so that no confusion occurs.



# ORDER FORM

**GOULARD & OLENA, INC. → SKILLMAN ←**  
NEW JERSEY

Date.....

DRY MATERIALS are Alphabetically listed & catalog page is noted in parenthesis (-), for quick reference. Very simple order form. Just circle or check material & sizes desired, extend amount or amounts under "Extension". Then add total amount. Mail in enclosed self addressed envelope with remittance (please -no stamps unless absolutely necessary).

PLEASE PRINT Name.....  
Street.....City.....  
Post Office.....State.....  
R. R. Station.....  
A - ENTER ORDER AND SHIP ABOUT (State When) B - Enclosing Check or M. O. C - Goods Needed by.....

PRODUCT & SIZE	1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	15 Lbs.	25 Lbs.	50 Lbs.	80 Lbs.	100 Lbs.	EXTENSION
<b>DRY MATERIALS</b> Page										
ALUMINUM SULPHATE (15)	\$ .49		\$1.09	1.89		3.89				
ANTI-BEETLE GRUB #3 (14)				2.29		4.98	8.69		13.98	
BLOOD & BONE (11)				2.29		4.69	8.59			
BONE MEAL PURE (14)			.98	1.59		3.89	6.39		9.39	
BULB FOOD (5)		.79	1.19	\$1.89		3.98	6.98			
CATTLE MANURE (26)			1.09	1.79		3.59	6.29			
CHLORDANE (14)	½ lb. @ .59 Special for 3 Canisters \$1.59									
COMPOSTER (10)			1.29	1.98		3.89	6.98			
COTTONSEED MEAL (14)			1.59	2.69		5.69	10.59			
CRABGRASS KILLER (13)			1.09	1.79		3.98	6.98		9.98	
DRIED BLOOD (19)			1.49	2.39		5.29				
EVERGREEN-TREE FOOD (6)			1.19	1.89		3.98	6.98	9.98		
FISH SCRAP (15)			1.69	2.79		5.98				
GO-CRAB (13)	2.79	4.79		4 oz. Size @ \$1.09						
GO-NITE 9/11% Tankage (26)			1.79	2.79		5.89	10.40			
GOOD EARTH (11)			.98	1.79		3.39				
GOULARD'S FORMULA (10)					3.48	5.39	9.63	12.89		
GO-WEED, TURF FOOD (10)				1.98		4.29	7.69	10.29		
GYPSUM (15)				.98		2.69	4.79			
HYGANIC (11)						3.89	6.98	9.89		
MOTH COMPACTS (24)	TUBE OF 12 COMPACTS @ \$2.59									
MOTH CRYSTALS (24)	1½ lb. @ \$1.29									
MOTH NUGGETS (24)	1½ lb. pkg. @ \$1.19 - 5 lbs. @ \$2.79									
MURIATE of POTASH (15)			1.09	1.79		3.89				
NITRATE of SODA (15)			1.09	1.79		3.89				
P. D. B. - BORERS (19)	1 lb. pkg. @ \$ .98									
<b>PRIZEGRO</b> (9)			1.49	2.29		4.59	6.89		10.89	

Fold or crease at this dotted line and then tear off. Use both sides.



PRODUCT & SIZE	1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	15 Lbs.	25 Lbs.	50 Lbs.	80 Lbs.	100 Lbs.	EXTENSION
<b>DRY MATERIALS (Con't)</b>										
RABBIT REPELLENT (19)	.89		1.89							
RHODO-AZALEA FOOD (5)		.79	1.19	1.89		3.98	6.98	9.98		
ROSE DUST (6)	1.29		4.29	7.79						
<b>ROSE★FOOD</b> (4)	.59		1.19	1.89		3.98	6.98	9.98		
SEPTO (25)			2.19	3.39	4-10 lb. pkg. @ \$11.98					
SHEEP-GUANO MANURE (7)		.59	.89	1.49		3.29	4.69 (40 lbs.)			
STRAWBERRY FOOD (26)			1.29	1.98		4.29	6.98			
SULPHATE of AMMONIA (15)			1.09	1.79		3.89				
SULPHUR - DUSTING (18)	.59		1.29							
SULPHUR - WETTABLE (18)	.59		1.39							
SUPERPHOSPHATE 20% (26)			1.09	1.79		3.49	6.29			
TOBACCO POWDER ★ (7)	.49		1.09	1.79		3.69	6.39			
TOMATO DUST (8)	.89		2.59	4.69		10.49				
TOMATO FOOD ★ (8)		.69	1.19	1.89		3.98	6.98	9.98		
48% Triple Superphosphate (26)			1.69	2.49						
WUND-O-BEST (7)	1.19		2.98	4.69		9.89	18.89			
<b>LIQUID MATERIALS</b>	½ Pt.	PINT	QUART	Gal.	4-1 Gals.	5 Gal.	30 Gal.	55 Gal.		
ANTI-DOG SPRAY (19)	.69	.94	1.39							
DORMANT MISC-OIL (18)		.69	.98	2.29		9.59				
GO-NEX 5% (25)		.79	1.09	2.98						
GO-NEX 25% (18)		.98	1.49	4.59						
LIME SULPHUR Solution (18)			.94	1.98		8.79				
NICOTINE Sulphate 40% (18)	1 oz. @ \$.49		5 oz. @ \$1.29							
PLANT SPRAY ★ (16)	.69	.98	1.39	3.89	2 GAL. \$6.49					
RID-O-SPOT (24)	.59	.89	1.49	4.29						
TERMITINE (19)				4.49	16.98	19.98				
Weed-Poison Ivy Killer ★ (17)		.64	.98	2.59		10.89	43.89	76.89		
<b>METAL PRODUCTS</b>	Each	For 3	½ Doz.	Doz.	2 Dz.	3 Dz.	5 Dz.	6 Dz.		
A. B. C. SUPPORTS (22)	.98		5.29	9.29						
BASKET HANDLE (23)	.69	1.69								
33" FENCE RODS (21)				2.39	4.59	6.59	10.49	12.29		
48" FENCE RODS (21)				2.89	5.59	7.89	12.98	14.98		
TOMATO RODS (23)			1.69	2.89		7.89		14.98		
WICKETS (20)				2.98	5.29	7.59	12.39	14.59		
<b>PLANT PROPS</b>	No. .... 16" @ \$ ..... 66" @ \$ (20) of ..... 30" @ \$ ..... 78" @ \$ Doz. .... 42" @ \$									
TRELLIS (22)	..... @ \$7.95 Each									
KNEE GUARDS (25)	1.98									
DREAM LABELS (21)	KIT @ .98 50 "UNIT" @ \$1.49, 100 "UNIT" @ \$1.98									
ETCHANT for same (21)	1 oz. ETCHANT @ \$.39 1000 NURSERY @ \$17.29									
SPRINKLER & DUSTER (25)	\$1.24 ea.									
<b>WOOD PRODUCTS</b>										
<b>BIRD HOUSES</b> (27)										
JUMBO STAKES (23)			1.89	3.49	6.39	9.00				
<b>GRASS SEED</b>	1 Lb.	5 Lb.	10 Lb.	15 Lb.	25 Lb.	50 Lb.	100 Lb.			
SUN formula (12)	1.89	7.98	15.49	21.89	35.79	68.95	133.89			
SHADE formula (12)	1.89	7.98	15.49	21.89	35.79	68.95	133.89			





# STOP LOOK *and* LISTEN • HOW TO ORDER

*...to this*

Please take 3 minutes to read this page because as plainly as we have tried to guide you in ordering we have experienced cases involving correspondence and consequent shipping delays that never should have occurred with just normal attention to details that (1) save you money, (2) patience and (3) happy memory of your dealings with us.

## Know the answer to this one. Who Pays the Shipping Costs?

ALL prices in this BROADSIDE include PREPAID PARCEL POST or EXPRESS CHARGES to ALL POINTS, east of or on the MISSISSIPPI RIVER, EXCEPT in the case of shipments of the 100 lb. size or larger quantity of ALL kinds of FERTILIZERS which are prepaid to points within 500 miles of N. Y. City by express or by railroad. Not all destinations in this wide 500-mile radius have express facilities so prepaid railroad shipments to such points would be mandatory.

A few long distance customers who buy as much as ton lots of one or more Specialty Foods misunderstood the exact meaning of our very liberal transportation ALLOWANCE, so we hope this clarifies that point. Probably 90% of all of our shipments are laid down PREPAID right to your door. Naturally and if express charges on these 100 lbs. and over shipments to remote places are totally incompatible with rail rates, we would handle such orders via rail PROVIDED the season was not so far advanced as to make delivery via rail impractical for use at planting time.

There is a MORAL to all this and we hope you find it possible to co-operate a little with us this year by BUYING EARLY and stating WHEN you want shipment made and approximately WHEN you expect to apply your Fertilizer. There is space on the "TEAR-OUT" BLANK ORDER FORM herein, for that very purpose.



## AND WE CANNOT HANDLE C.O.D. SHIPMENTS SO PLEASE ALWAYS REMIT WITH ORDERS

There are two sound reasons WHY all of our F.S.B. mail orders are handled on the basis of REMITTANCE WITH ORDER (Check, Money Order, or Cash).

(1) Our accounting system provides for monthly bulk or mass entries of mail receipts which eliminates a lot of waste expense and time in our office.

(2) C.O.D. shipments involve almost double the time in their preparation of shipping tags and postal red tape and FINALLY when these C.O.D. shipments reach the customer an extra postal charge is exacted for collection and the buyer doesn't like it; and we can't control postal rules.

## EVERY F.S.B. BUYER GETS A PRESENT (FREE) FROM G & O REGARDLESS OF AMOUNT

In your "GARDENING TRAVELS" you may have seen this 4 page (3½" x 5⅞") pocket size Soil Tester. It's a "gem" for testing your soil for acidity and alkalinity because it has a color chart that measures pH from 5 to 8 and names over 125 different kinds of flowers, vegetables, berries, shrubs, house plants, etc., that grow better in acid, neutral and alkaline soils. Has a plastic soil plunger for sticking into the earth to proper depth.



for a tester that probably isn't used more than a half dozen times anyway. Agricultural, Research and Scientists have already approved of this tester so you need have no qualms about its efficiency. Some stores sell @ 35c.

Just know that with your order in 1955, regardless of the amount, you get a mighty good soil tester from us as A GIFT, and in addition to all those gifts on page 28.

Make a dozen different spot tests on your plot with our GIFT without spending \$5.00 to \$35.00

**FREE**

WHATEVER YOU DO — DON'T SKIP  
PAGE 28.





## GUARANTEE

We guarantee the quality of all of our products to be exactly as described herein OR MONEY REFUNDED INCLUDING YOUR EXPENDED TRANSPORTATION COST. This guarantee is made WITHOUT RESERVATION OF ANY KIND.

All G&O customers can always buy our products with this understanding whether stated or not. Such has been our policy for the protection of our patrons for over 28 years.



**DON'T FORGET NOW TO DIGEST PAGES 28 AND 31**